

BBA (Honours) 1st Semester Examination, 2022

Subject : Business Communication

Course : BBA-1.2

Time: 4 Hours

Full Marks : 80

*The figures in the margin indicate full marks.
Candidates are required to give their answers in their
own words as far as practicable.*

Answer question no. 1 and any five from the rest.

1. Answer any ten questions: 2×10=20
- (a) What do you mean by 'encoding' in communication?
 - (b) What is feedback?
 - (c) What do you understand by 'grapevine' communication?
 - (d) What do you understand by barriers to communication?
 - (e) What do you mean by non-verbal communication?
 - (f) What is a 'pronoun'? Provide an example.
 - (g) What do you understand by conjunction?
 - (h) What is an 'inter-office memorandum'?
 - (i) What do you mean by video conferencing?
 - (j) Mention any two advantages of E-mail.
 - (k) State the different components of a business letter.
 - (l) What is a business report?
 - (m) What do you mean by a compound sentence?
 - (n) What is a preposition? Provide an example.
 - (o) What do you understand by 'subject' and 'predicate' in a sentence?
2. Discuss the process of communication with a suitable diagram. 12
3. (a) Briefly discuss different barriers to effective communication.
- (b) Suggest some methods to overcome barriers to communication. 7+5

4. (a) What do you mean by formal network of communication?
(b) Discuss the different types of formal network. 2+10

 5. (a) Distinguish between verbal and non-verbal communication.
(b) State and explain different types of non-verbal communication. 3+9

 6. Discuss the guidelines for designing and developing effective presentation. 12

 7. State and discuss the types of modern communication technology used in a business organisation. 12

 8. Discuss the layout of a business letter with the help of a diagram for the organisation ABC Ltd. 12

 9. (a) Discuss the various functions of communication in a business organisation.
(b) Discuss the importance of communication in a business organisation. 6+6

 10. Provide an overview of punctuation and punctuation style. 12
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