

**BBA 1st Semester (Honours) Examination, 2023**

**Subject : Business Communication**

**Course : BBA-1.2**

**(Old Syllabus)**

**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 understand by effective communication?
- (b) What is encoding?
- (c) Why is feedback important for communication?
- (d) Define grapevine communication.
- (e) Define non-verbal communication.
- (f) Define pronoun by providing an example.
- (g) Define preposition by providing a suitable example.
- (h) What is the use of Inter-Office Memorandum in an organisation?
- (i) What is a conjunction? Give an example.
- (j) What is video conferencing?
- (k) State any two applications of E-mail communication.
- (l) What do you mean by 'noise' in the process of communication?
- (m) Briefly explain the term 'adjective' with a suitable example.
- (n) What do you understand by effective presentation?
- (o) What is an adverb? Provide an example.

**2. (a) Briefly discuss the importance of business communication.**

**(b) Discuss the process of communication with the help of a suitable model.**

4+8

**3. (a) Throw some light on organisational and semantic barriers to communication.**

**(b) Discuss any four methods to overcome barriers to communication.**

4+8

4. Discuss the different networks of communication in an organisation. 12
5. (a) Briefly discuss some features of non-verbal communication.  
(b) Discuss any four types of non-verbal communication. 4+8
6. (a) Provide the layout of a business letter.  
(b) Write an application to the Principal of your college seeking permission for leave of three days to attend your sister's marriage. 5+7
7. Develop the outline of a factory visit report to any plant situated in your locality. 12
8. Provide guidelines for planning, structuring and delivering business presentation. 12
9. Provide an overview of different modern communication technology being applied in business organisations today. 12
10. Discuss the different punctuation marks and their application with suitable examples. 12