

Roll No.

Paper Code – F010303T-A

BBA 2nd Year (Semester-III) EXAMINATION, 2023-24

(NEP)

A- BUSINESS COMMUNICATION

Time : One Hours]

[Maximum Marks : 37 $\frac{1}{2}$

Note- This paper consists of three Section A, B and C.
Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section-A

(Short Answer Type Questions)

Note- This section contains seven questions from which

Two questions is to be answered as short answer type question. Each question carries **6.25** marks.

1. (A) Define types of communication.
- (B) Define types of grapevine chains.
- (C) Write a note on formal and informal communication.

- (D) Write a note on Kinesics.
- (E) Define modern forms of Communication.
- (F) What is Mock Interview?
- (G) Draw a Layout of Business Letter.

Section-B

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries **12.5** marks.

- 2. Define merits and demerits of verbal and nonverbal communication.

(Or)

- 3. Discuss in detail about communication models and importance of communication.

Section-C

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries **12.5** marks.

- 4. What do you mean by Interview ? And also define guidelines for interviewee and interviewer.

(Or)

- 5. Discuss in detail about barriers of communication. And how to remove the barriers ?

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