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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023
BBA-I Semester
BBA-F-02; Business Communication

Roll No...

Duration: 3 Hour

Max.Marks -60
(4X6=24)

Section A - Short Answer

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: Write a note on horizontal communication channel in business organization.
- Q2: Discuss the semantic barriers to effective communication.
- Q3: Write a brief note on attitude and opinions in communication.
- Q4: What are the different forms of grapevine communication?
- Q5: Explain how the wrong choice of a medium acts as a barrier to effective communication.
- Q6: Write brief notes on:
- (i) Poor retention
 - (ii) Source of information
- Q7: Explain the components of Business Reports
- Q8: Write a note on Importance of Listening.
- Q9: Differentiate between Informal and Formal Communication.

Section B-Long Answer

(12X3=36)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: You are recently appointed by ABC Ltd. as a communication expert to train their employees. You are required to use the lecture delivery method to train them on 'How to deliver effective presentations?' What all you will include in your training session? Explain
- Q2: Explain the purpose of written communication in business organisation with the help of examples.
- Q3: As a HR trainer, you are required to design a training module on 'Communication Process'. What all components you will include? Explain in detail.
- Q4: XYZ Ltd. wants to hire a finance manager. Keeping in view the qualifications and skills required by a finance manager, draft a cover letter to apply to this position. Also, explain in the cover letter, why the company should consider your candidature?
- Q5: It is said that verbal communication is incomplete without non-verbal communication. Do you agree? Explain.
- Q6: Answer the following:
- a) Johari Window
 - b) Principles of effective communication
 - c) Intrapersonal vs Interpersonal Communication