

Roll No.....

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
BBA SEMESTER V EXAMINATION, 2018
PAPER-BBA-C-20
BUSINESS COMMUNICATION-2

Duration: 3 Hours

Maximum Marks: 75

Section A: Attempt any *Six* questions out of the following:

(5 x 6 = 30)

1. Explain the Objectives of Communication.
2. Distinguish between Interpersonal and Intrapersonal Communication.
3. Briefly explain the Importance of Listening.
4. Elucidate the concept and characteristics of Minutes of Meeting.
5. Explain the importance of Non-verbal Language.
6. Distinguish between Business Letters and Complaint Letters.
7. Briefly discuss how to write effective Business Reports.
8. Elucidate the importance of Feedback.
9. Discuss the principles of effective Communication.

Section B: Attempt any *Three* questions out of the following:

(15 x 3 = 45)

1. Explain the concept and characteristics of Business Communication. Elucidate the process of communication with diagram.
2. Discuss the Barriers to Communication and the ways to overcome them.
3. Elucidate the concept and characteristics of Non-verbal Communication. Also, discuss the different types of Non-verbal Communication.
4. Briefly explain how to deliver effective presentations. Also, discuss group discussions and interviews.
5. Distinguish between Formal and Informal Communication. Briefly highlight the advantages and disadvantages of Formal and Informal Communication.
6. Discuss the types of Formal and Informal channels of Communication.