

(Please write your Exam Roll No.)

Exam Roll No. 482214

# END TERM EXAMINATION

Paper Code: BBA-110

SECOND SEMESTER [BBA] MAY-JUNE 2018

BBA(B&I)-110

Subject: Business Communication

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. a) Explain the meaning and significance of business communication.  
b) Explain principles of effective business communication.
- Q2. To be an effective communicator one has to be an effective listener. Analyse the statement with focus on essentials of effective listening.
- Q3. Growth in international business due to globalization added new perspectives and dimensions to business communication. Elucidate.
- Q4. Write note on:  
a) Ethical and legal issues in business communication.  
b) Formats of Business Letters.
- Q5. Letters, Circulars, Notices and Office Memorandums differ from each other and each has a specific function and format. Explain with illustrations.
- Q6. What are the steps involved in project writing? Explain its contents. What precautions are needed to be taken to make project report effective? Discuss with examples.
- Q7. A meeting has to be convened by the Director of your college to address all faculty members relating to allocation of courses to them and to discuss the activities to be taken up in the next semester. Prepare a draft of (a) Notice (b) Minutes of the meeting. Make realistic assumptions w.r.t agenda, deliberations and decisions.
- Q8. a) What are different types of business letters? Explain them briefly.  
b) Write a letter to the suppliers of office equipment inviting quotation from them for supply of office equipments.

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