

Code : 315103

BBE 1st Semester Theory Examination, 2017

Business Communication

Time : 3 Hrs

Full Marks : 60

Instructions :

- (i) *There are Seven questions in this Paper.*
- (ii) *Attempt Five questions in all.*
- (iii) *Question Nos. 1 & 2 are compulsory.*
- (iv) *The marks are indicated in the right side margin.*

Answer any six questions. 6×2=12

- (a) What do you understand by medium or channel of communication?
- (b) What is written communication?
- (c) What is a business letter?
- (d) Define a memo.
- (e) State some expressions of non verbal communication.
- (f) State the media of oral communication.
- (g) Write some medias of written communication for management.
- (h) List some media of written communication for employees.
- (i) List the reasons for liking written communication.
- (j) State some essentials of a good business letter.

P.T.O.

2. Answer Any three of the following :

3×4=12

- (a) Feedback is an important component of communication. Explain.
- (b) Elaborate on the importance of business communication.
- (c) What is a grapevine? Explain the importance of grapevines in organizations.
- (d) What is a barrier? Explain the barriers to communication.
- (e) Explain the merits and limitations of downward communication.

Answer any three questions:

12×3=36

- 3. What is a report? List on the importance of report writing.
- 4. Discuss on the structure and layout of a business letter with the help of a diagram.
- 5. Your company has introduced a new car in the market. Draft a sales letter to promote it.
- 6. A new employee has joined your organization. Draft a suitable memo for it.
- 7. Discuss on the factors affecting listening. How can it be improved?

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