

B.B.A. (NEP Pattern) Semester-I  
**BC-1 - Business Communication-I**

P. Pages : 1

Time : Two Hours



**GUG/W/24/16179**

Max. Marks : 40

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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|-----|--|---|
| 1.  | What is communication? Discuss elements of communication.            | 8 |
| 2.  | Describe essential features of effective communication.              | 8 |
| 3.  | Define oral communication. What are advantage of oral communication? | 8 |
| 4.  | Explain the principles of effective communication.                   | 8 |
| 5.  | Explain new energy resource in details.                              | 8 |
| 6.  | What is listening? Discuss purpose of listening.                     | 8 |
| 7.  | Discuss the barriers to effective listening.                         | 8 |
| 8.  | Describe the Art and science of public Speaking.                     | 8 |
| 9.  | Explain the Do's and Don'ts of Public Speaking.                      | 8 |
| 10. | Write Short on <b>any two</b> .                                      | 8 |
|     | a) Objective of communication  |   |
|     | b) Visual Communication  |   |
|     | c) Types of Listening  |   |
|     | d) Basic Principle.  |   |

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