

B.B.A. (Part-II) (CBCS Pattern) Semester-IV  
**UCB4C02 - Business Communication Management**

P. Pages : 1

Time : Three Hours



**GUG/W/24/12026**

Max. Marks : 80

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- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) Explain the meaning and nature of communication. 8  
b) Define communication and explain its process. 8  

**OR**

c) “Communication is the Life Blood of an Organisation.” Discuss. 16
2. a) Write a note on Audio-Visual Communication. 8  
b) Define oral communication. What are its main advantages and disadvantages? 8  

**OR**

c) “Effective communication is the bridge between confusion and clarity.” Write in detail how can we communicate effectively? 16
3. a) What are the Do’s and Don’ts of Public Speaking? 8  
b) “Public Speaking Skills are essential to achieve success. “ Do you agree? How can you acquire these skills? 8  

**OR**

c) What are the Barriers in Public Speaking? How can we overcome these barriers? 16
4. a) Draft an Interview letter for Mr. X for the post of “Finance Manager” at Bajaj Finance Co. Ltd. 8  
b) Explain the steps involved in drafting an Advertisement. 8  

**OR**

c) Explain the principles and Importance of Business writing. 16
5. Write short notes-  
a) Elements of communication. 4  
b) Grapevine communication. 4  
c) Role of Humor and Act in Public Speaking. 4  
d) Types of Reports. 4

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