

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

P. Pages : 1

Time : Three Hours



GUG/S/23/12026

Max. Marks : 80

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

1. a) Explain the characteristics of Communication. 8
b) State the significance of Communication. 8

OR

- c) Write the meaning, concept of Communication. Explain the essentials factors to influence communication. 16
2. a) State the characteristics of written communication. 8
b) Explain the principles of effective communication. 8

OR

- c) Write the meaning, Advantages and Dis-advantages of Oral Communication. 16
3. a) Explain the principles of Public speaking. 8
b) State the barriers in Public Speaking. 8

OR

- c) Discuss the Role, Responsibilities and Duties of Public Speaker. 16
4. a) State the principles of Sales Report. 8
b) Explain the Significance of Business Writing. 8

OR

- c) Discuss the necessity of Appointment letter. Write the draft of Appointment letter. (Company Assumed by you) 16
5. Write short note. 4
a) Process of Communication. 4
b) Grapevine Communication. 4
c) Public speaking is an Art and Science. 4
d) Advantages of Promotion. 4
