

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

P. Pages : 1

Time : Three Hours



GUG/W/22/12026

Max. Marks : 80

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

1. a) Define communication. Explain the process of communication. **08**
b) Describe the significance of communication in and organization. **08**

OR

- c) Discuss the essential features of effective communication. And objective of communication **16**
2. a) Explain the concept and advantages of oral communication. **08**
b) Describe the principles of effective communication. **08**

OR

- c) Discuss the supervisory systems and grapevine communication. **16**
3. a) Explain the barriers in public speaking. **08**
b) Describe Do's and Dont's of public speaking. **08**

OR

- c) Discuss the qualities of public speakers and role of humor. **16**
4. a) Write the draft of appointment orders. **08**
b) Describe Do's and Dont's of business writing. **08**

OR

- c) Discuss the principles and importance of business writing. **16**
5. Write short note.
- a) Nature of communication **04**
b) Visual communication **04**
c) The art and science of public speaking **04**
d) Sales Reports. **04**
