

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/12026**

Max. Marks : 80

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

1. a) State the Essential features of Effective Communication. 8  
b) Write a note on Importance of Communication. 8

**OR**

- c) Define Communication. Explain the communication process? 16  
2. a) What are the advantages and disadvantages of Oral Communication? 8  
b) Explain the effective use of Grapevine communication. 8

**OR**

- c) What is Audio-Visual communication? Write its merits and demerits. 16  
3. a) Explain the Barriers in Public Speaking. 8  
b) What are the basic principles of Public Speaking? 8

**OR**

- c) What are the qualities of a good public speaker? Explain the role of humor and act in public speaking. 16  
4. a) What are the Do's and Don'ts of Business Writing. 8  
b) Compose an enquiry letter to an Imaginary Book Publisher asking for details on the bulk purchase of educational books for your college library. 8

**OR**

- c) Discuss the Principles and Importance of Business Writing. 16  
5. Write short notes-  
a) Nature of Communication 4  
b) Written Communication. 4  
c) Simplicity in Public Speaking. 4  
d) Show cause notice. 4

\*\*\*\*\*