

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

P. Pages : 1

Time : Two Hours



GUG/S/25/16179

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 do you mean by Communication? State essential features of effective Communication? | 8 |
| 2. | Discuss the purpose and significance of Communication in an Organization. | 8 |
| 3. | Write meaning of Oral Communication, State Principles of effective Oral Communication. | 8 |
| 4. | What is written communication? State its importance for an organization and its disadvantages. | 8 |
| 5. | Define Listening. Discuss the process of Listening? | 8 |
| 6. | How to listen effectively? State barriers to effective Listening. | 8 |
| 7. | Write a note on Do's & Don'ts of Public Speaking? | 8 |
| 8. | Discuss the role of Humor & Act in Public Speaking. | 8 |
| 9. | Describe the process of communication? | 8 |
| 10. | Write short notes (Any two). | 8 |
| | a) Importance of Communication. | |
| | b) Visual Communication. | |
| | c) Importance of Listening. | |
| | d) Manager as a Public speaker. | |
