

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

P. Pages : 1

Time : Three Hours



**GUG/S/24/12026**

Max. Marks : 80

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

1. a) State the objectives and importance of Communication. 8  
b) What is the Purposes and Significance of Communication in an Organization. 8

**OR**

- c) Write the meaning of Communication? Describe the Communication Process. 16  
2. a) State the principles of effective Communication. 8  
b) Write a note on Grapevine Communication. 8

**OR**

- c) What is Oral Communication? Write its advantages and disadvantages. 16  
3. a) What are the barriers that affect Public Speaking? 8  
b) Discuss the Role of Humor and Act in Public Speaking. 8

**OR**

- c) State the basic principles of Public Speaking. Discuss Manager as a Public Speaker. 16  
4. a) Draft a letter of Interview for the post of Manager in A B C Consultants Hyderabad. 8  
b) Write Do's and Don'ts of Business Writing. 8

**OR**

- c) What is Business Writing? State the Principles and Importance of Business Writing? 16  
5. Write short note.  
a) Nature of Communication. 4  
b) Audio-Visual Communication. 4  
c) The Art and Science of Public Speaking. 4  
d) Letter of Enquiry. 4

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