

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

P. Pages : 1

Time : Three Hours



GUG/W/23/12026

Max. Marks : 80

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

1. a) Explain the nature and objectives of communication. 8
b) Explain the elements of communication. 8

OR

- c) Which are the essential features of effective communication? Explain its importance. 16
2. a) Which are the principles of effective communication? 8
b) Describe the advantages of Audio-Visual communication. 8

OR

- c) What is written communication? Explain the advantages and disadvantage of written communication. 16
3. a) Which are the basic principles of public speaking? 8
b) State the qualities of public speaker. 8

OR

- c) Does public speaking is an art as well as a science? Which are barriers of public speaking? 16
4. a) Draft an Interview Letter for Mr. 'X' for the position of 'Sales Executive' in Hindustan Unilever Ltd. 8
b) What is 'Sales Report'? Which are characteristics of it? 8

OR

- c) What do you mean by Business Writing? Which are its principles and importance? 16
5. a) Process of Communication. 4
b) Oral Communication. 4
c) Act for simplicity 4
d) Business Report 4
