

B.B.A.(with Credits)-Regular-Semester 2012 Sem IV
241 - Business Communication Management-II

P. Pages : 1

Time : Three Hours



GUG/W/16/5114

Max. Marks : 80

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

1. a) Explain the Nature and process of communication. 8
b) Write the essential feature of effective communication. 8

OR

- c) Write the definition of communication Explain its objectives and importance. 16
2. a) Explain the advantages and disadvantages of oral communication. 8
b) Explain supervisory systems & Grapevine Communication. 8

OR

- c) Write the meaning of effective communication. State the principles of effective Communication. 16
3. a) Public speaking is a Art and Science Explain its. 8
b) Explain Basic principles of public speakers. 8

OR

- c) State the Qualities of public speaker. Explain the barriers in public speaking. 16
4. a) Explain the importance of Business writing: 8
b) Show the Draft of Interview Letter. 8

OR

- c) How to write the Business Reports and sales Report state the Format. 16
5. Write short notes.
a) Elements of Communication. 4
b) Written Communication. 4
c) Public Speakers. 4
d) Shown Couse Notice. 4
