

BBA Sem -IV
Business Communication III
Paper No: 407
Subject Code: 4494
Oct-2016

Time: 2:30 Hrs.

Marks: 70

Q: 1: Write a detail note on Language and Culture.

[14]

OR

Q: 1: Explain various ways of reading with appropriate examples.

Q: 2: Elucidate writing with purpose and also its systems.

[14]

OR

Q: 2: Explain the understanding variations in language with appropriate examples.

Q: 3: Draft a letter on behalf of the bank manager's reply explaining the reason for dishonoring of the cheque.

OR

[14]

Q: 3: Draft a letter on behalf of a manager of SBI – Nilambaug branch- Bhavnagar to Bharat Traders & Co. regarding the loan which is not granted also give the reasons for the same.

Q: 4: Write a short note on the following: (Any TWO)

[14]

- a) Hand and Arm Gestures
- b) Hand-to-Face Gestures
- c) Arm & Leg Barriers

Q: 5: What do you mean by 'audience-analysis' and 'location-analysis' in presentation? Explain with example.

[14]

OR

Q: 5: Write a detailed note on the use of visual aids in presentation.