

25 FEB 2021

Examination - February 2021

B.B.A SEM 1 Paper – CC106

Business Communication – I

Paper Code: 22722

Time: 1.30 Hrs.

Marks: 42

Note: Attempt any three of the following:

Q.1 (A) Explain objectives of communication 14

OR

Q.1 (A) (i) How feedback plays an important role in process of communication? 7

Q.1 (A) (ii) How to overcome language barriers to communication? 7

Q.2 (A) what are the key elements of presentation? 14

OR

Q.2 (A) (i) how you can design your presentation effectively? 7

Q.2 (A) (ii) Explain purpose of oral presentation. 7

Q.3 (A) Explain different types of advantages of listening 14

OR

Q.3 (A) (i) How you can be a good listener? 7

Q.3 (A) (ii) How one can improve their listening skill? 7

Q.4 (A) Explain features of inquiry letter 14

OR

Q.4 (A) (i) Draft a letter to Godrej Boyce & Co. asking for information about their new furniture for your office. Give detail specifications of your requirements 7

Q.4 (A) (ii) you needs an intercom system for your office. Draft a request for a quotation, giving all details of your requirements to be sent to manufacturers of the system. 7