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B.B.A. Examination, December-2025
(Under NEP)
BUSINESS COMMUNICATION-I
(BBA-1002)
(New Course)

Time : Three Hours] [Maximum Marks : 75

Note: Attempt questions from *all* the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note: Attempt all five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $5 \times 3 = 15$

1. What do you mean by barriers of communication? 3
2. What do you understand by Paralanguage? 3
3. What do you meant by 'inside address' in layout of business letter? 3
4. What do you understand by Teleconferencing? 3
5. What do you understand by Power Point Presentation? 3

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[P.T.O.]

Section-B

(Short Answer Questions)

Note: Attempt any **two** questions out of the following **three** questions. Each question carries 7.5 marks. Answer should not exceed 200 words.

$2 \times 7.5 = 15$

6. Explain the process of communication and give the key factors of effective communication. 7.5
7. It is said that "Carful Listening is Communication". Elucidate. 7.5
8. Describe in short the various steps of report writing. 7.5

Section-C

(Detailed Answer Questions)

Note: Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail. $3 \times 15 = 45$

9. Discuss any two models of communication. Explain how they help in understanding the communication process with in organizations. 15

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- ✓ 10. Explain the importance and advantages of formal and informal communication in business organizations. 15
- ✓ 11. Define team communication. Explain the challenges of managing communication during online meetings and in the gig economy. 15
- ✓ 12. What is media literacy? Why is it important in the digital age? 15
- 13. What do you understand by sales letter? What point should be kept in mind while writing it? 15