

**Exam. Code : 105401**

**Subject Code: 1390**

**Bachelor in Business Administration (BBA)**

**1st Semester**

**BUSINESS COMMUNICATION**

**Paper—BBA-107**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note :—**Candidates are required to attempt **FIVE** questions, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any Section. All questions carry equal marks.

**SECTION—A**

1. What is the purpose of communication ? Discuss 7 Cs of effective business communication.
2. Differentiate between the following :—
  - (a) Formal and informal communication
  - (b) Internal and external communication.

**SECTION—B**

3. What is purpose of a presentation ? What are 4 P's of presentation ?
4. How can the differences between two cultures draw people closer to each other ? List the guidelines to be kept in mind for effective multicultural communication.

**SECTION—C**

5. Prepare an outline for the presentation on principles of oral presentation. You are required to give this presentation in your class and the time allotted to you would be 10 minutes.
6. You are a customer care executive in an e-commerce based potted plants company. A consumer has returned to you complaining that the products received by them were damaged and had not survived the transport from Delhi to Amritsar. The customer had written you a letter demanding either refund of the money or replacement of the plants. Write an appropriate response to the customer.

**SECTION—D**

7. What is a personal resume ? What is its significance in business writing ?
8. Write a business letter to the debenture holders regarding payment of dividend on Diwali