

Exam. Code : 105401  
Subject Code : 1362

**Bachelor in Business Administration (BBA) I<sup>st</sup> Semester**  
**BUSINESS COMMUNICATION**  
**Paper—BBA-107**

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— There are **EIGHT** questions. Candidates are required to attempt any **FIVE** questions. All questions carry equal marks.

**SECTION—A**

1. What is the importance of communication in business ? Describe the types of information needed for effective communication.
2. What are the barriers of communication ? Describe ways to overcome the barriers.

**SECTION—B**

3. Discuss the role of audience audit in making a good presentation. How is it done ?
4. Discuss business to business etiquettes you need to keep in mind while communicating with clients from USA.

**SECTION—C**

5. What different types of customer correspondence does a company need to do ? Discuss.
6. What is the relationship between active listening and a good presentation ? Discuss the factors affecting listening in detail.

**SECTION—D**

7. Board of Directors of Coral Industries Limited (CIL) at their meeting in May 2020, approved a scheme of bonus debentures to be issued to their shareholders. They proposed to issue one fully paid debenture of Rs. 170 for every Rs. 10 equity share held. The scheme was approved by the shareholders at the general meeting held in August 2020. Write a communication to debenture holders announcing the same to the debenture holders.
8. Elaborate in detail the principles of letter writing.