

Sr.No.459

Exam Code: 121701

Subject Code : 4073

BBA - Ist Semester (Batch 2023-26) (CBGS)

(2223)

Paper : BBA-107 Business Communication

Time allowed: 3 hrs.

Max. Marks: 100

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. Explain 7C's of effective business Communication.
2. Briefly discuss Formal and Informal Communication.

SECTION - B

3. Explain the factors affecting Presentations in detail.
4. Explain Business to business etiquette in detail.

SECTION - C

5. Discuss Drafting of Sales and Preparation of sales reports.
6. Explain the Customers Correspondence and Complaints in detail.

SECTION - D

7. Discuss Secretarial Correspondence in brief.
8. Explain the Final Appointment Orders in detail.

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