



**HDE-161100010101** Seat No. \_\_\_\_\_

**B. B. A. (Sem. I) (CBCS) Examination**  
**November / December – 2017**  
**Communication Skills & Business Writing**  
**(New Course)**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

- 1 (a) Answer any six of the following questions in a sentence or two : **6**
- (1) What is communication?
  - (2) What are the essentials for effective communication?
  - (3) What is the importance of business communication?
  - (4) How one way communication is different from two way communication?
  - (5) What is the meaning of posture in communication?
  - (6) What are the advantages of written communication?
  - (7) What is verbal communication?
  - (8) What is the meaning of encoding in communication?
  - (9) What is the meaning of decoding in communication?
- (b) Write short notes on any **two** of the following : **8**
- (1) Verbal Communication
  - (2) Nonverbal Communication
  - (3) Advantages of oral communication
  - (4) Disadvantages of written communication
- 2 (a) Answer either of the following questions : **7**
- (1) Write in detail on the process of communication
  - (2) Write in detail on space language

- (b) Answer either of the following questions : 7
- (1) What is the importance of body language in communication?
  - (2) What is paralanguage? How does it contribute to effective communication?
- 3 (a) Answer any four of the following questions in brief : 8
- (1) What are the functions of the sender?
  - (2) What are the functions of the receiver?
  - (3) What are the various forms of oral communication?
  - (4) How does gesture play an important role in communication?
  - (5) What is the importance of feedback in communication?
  - (6) How does voice modulation add to communication?
- (b) Answer any **three** of the following questions in brief : 6
- (1) What is a report?
  - (2) What are the important parts of report writing?
  - (3) How is committee report different from individual report?
  - (4) What are the various kinds of report?
  - (5) What is the importance of report in the field of business?
- 4 (a) (1) The Board of Directors, Ram Krishna Magazine Private Ltd., New Delhi has directed its officials concerned to submit a report On Decline in the Circulation News Magazine "The Feminine". 7
- OR**
- (2) It has been proposed that the working hours of your bank branch be changed to morning and evening hours, for the banking convenience of the customers. As the manager of the bank, you have been appointed to look into the feasibility of implementing the proposal. Prepare your report with recommendations. 7

- (b) (1) Draft a circular informing the members of a club about the extended hours of operation. 7

**OR**

- (2) As a secretary of Tata Engineering and Locomotive Co. Ltd., write a notice to Mr. Sagar Agraval, informing him to attend the meeting of the board of directors on 9 September 2017 at the staff headquarters. Enclose the agenda of the meeting. 7

- 5 (a) (1) You are the Principal of a public school. Write a memo to the staff asking them not to use mobile during the working hours. 7

**OR**

- (2) The music club of your college has recently held a meeting to select and prepare the students for university youth festival. Write the minutes of the meeting. 7

- (b) (1) Prepare a questionnaire on the addiction of the youth to mobile phones. 7

**OR**

- (2) Draft a memorandum of understanding (MoU) between two different agencies. 7

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