

## SEMESTER EXAMINATION 2022-2023

(1<sup>st</sup> Year 1<sup>st</sup> Semester– BBALLB-)

NAME OF THE SUBJECT: BUSINESS COMMUNICATION

Duration: 3:00 hrs.

Max Marks: 70

**Note: Attempt all questions. All questions carry equal marks. In case of any ambiguity or missing data, the same may be assumed and state the assumption made in the answer.**

Q 1.	<p><b>Answer any four parts of the following within 100 to 125 words.</b></p> <p>a) Elaborate paraphrasing? What steps should be taken to make a good paraphrase?  b) Describe semantic barriers in communication? How can they be removed?  c) Distinguish between public speaking and presentations.  d) Elaborate on the role of body language in business communication?  e) Describe the memo and how it differs from the letter?  f) Enumerate the features of a good interview.</p>	4x3.5=14
Q 2.	<p><b>Answer any four parts of the following within 100 to 125 words.</b></p> <p>a) Describe the significance of effective channels of communication.  b) Elucidate network communication. Discuss various types of network communication.  c) Describe Corporate communication? Discuss the various types of corporate communications.  d) Differentiate between paralanguage and proxemics.  e) Describe the important characteristics of oral communication?  f) Elaborate mock interview. How it is different from a presentation?</p>	4x3.5=14
Q 3.	<p><b>Answer any two parts of the following within 200 to 250 words.</b></p> <p>a) Elaborate oral presentation. Discuss its feature, advantages and disadvantages  b) Discuss the types of effective listening. How can listening be made effective?  c) Describe the concept of the seminar. Discuss the step involved in organising a successful seminar:</p>	2x7=14
Q 4.	<p><b>Answer any two parts of the following within 200 to 250 words</b></p> <p>a) Write a letter to the insurance company to assess the loss by earthquake  b) Elaborate writing skills. Give the various steps of writing skills and also give the guidelines for effective writing skills.  c) Discuss formal communication network, Explain the essentials of formal communication</p>	2x7=14
Q 5.	<p><b>Answer any two parts of the following within 200 to 250 words</b></p> <p>a) Discuss what precautions are to be taken while using grapevine?  b) Why is a group discussion held? Explain guidelines for effective participation in a group discussion.  c) “Modern communication systems have changed the world into a global village.”</p>	2x7=14

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