END TERM EXAMINATION
FIRST SEMESTER [BBA] DECEMBER-2011

Paper Code: BBA111
Batch: (2010-2011)

Time: 3 Hours
Maximum Marks: 75

Note: Attempt any five questions.

Q1 What is process of communication? Explain how a message moves through different stages of the process to make communication effective? (15)

Q2 (a) Explain briefly the 7C’s of communication. (7.5)
(b) What are the principles of effective business communication? (7.5)

Q3 (a) What are the qualities of a good business letters? Discuss their various types. (7.5)
(b) As a marketing manager of a company write a letter ordering furniture for your newly set up office. (7.5)

Q4 (a) Differentiate between circulars and office memorandums. (5)
(b) As an HR manager, write a letter to applicant XYZ calling him for an interview. (10)

Q5 What do you mean by body language? Eye contact of the speaker with the listener is an important part of body language. Explain. (15)

Q6 As a management student you want to participate in an intercollegiate paper presentation competition on 'Importance of Time management' to be organized at your college. Write an e-mail to the organizing secretary enquiring details of the competition. (15)

Q7 (a) Make sentences using the following pairs of words:
(i) discreet-discrete
(ii) rain-rein
(iii) stationary-stationery
(iv) morning-mourning
(v) profit-prophet
(b) Give the meaning of the following idioms and use them into sentences:
(i) To call in question
(ii) Give vent to
(iii) In a nutshell
(iv) Time and Tide
(5x2=10)

Q8 Write short notes on any three of the following: (5x3=15)
[a] Noise in communication
[b] Verbal communication
[c] Barriers to communication
[d] Minutes of the meeting
[e] Citation and assimilation

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