

**A-1274**

**Total Pages : 3**

**Roll No. ....**

**BBA(N)-302**

**(Business Communication)**

**3rd Semester Examination, Session December 2024**

**Time : 2:00 Hrs.**

**Max. Marks : 70**

*Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-A**

**(Long Answer Type Questions)      2×19=38**

*Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.*

1. Examine common barriers that hinder effective business communication, including organizational hierarchy, language obstacles and cultural differences.
2. Discuss about the essential elements of successful business communication and their importance to the success of the company. Give examples that support up your arguments.
3. What strategies can be implemented to create a flexible yet comprehensive agenda ? Explain with an example ?
4. Describe the criteria or methodologies are being used for evaluating success, and how do organizations evaluate the efficacy of their advertising structures ?
5. How does one make sure your communication is clear to avoid miscommunications during an interview ? Mention some techniques.

### **Section–B**

**(Short Answer Type Questions)      4×8=32**

**Note :-** Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

Briefly explain the following :

1. Guidelines for effective speech presentation.
2. Writing Proposals and its types.
3. Barriers to Business Communication.
4. Procedure of Problem solving conferences.
5. Business Report Writing and its types.
6. Channels of Communication.
7. Elements of a Good Letter.
8. 7Cs of a Business Letter Writing.

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