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BBAL 4401

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Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 49114 Roll No.

Integrated LLB Examination 2023-24

(Even Semester)

BUSINESS COMMUNICATION

Time : Three Hours] *[Maximum Marks : 60*

Note :– Attempt all questions.

SECTION–A

1. Attempt all parts of the following : 8×1=8

   (a) Essentials of good communication.

   (b) Channels of communication.

   (c) Define "Kinesics".

   (d) Importance of feedback in communication.

   (e) Purpose of request letters.

[P. T. O.

(f) Name any 5C's of communication.

(g) Minutes of meeting.

(h) Define "brain storming".

SECTION – B

2. *Attempt any two parts of the following :* 2×6=12

(a) *"Communication is the life blood of any business organization". Comment and explain objectives of busienss communication.*

(b) Explain various barriers to communication. How do they hinder the smooth flow of communication?

(c) *What do you understand by group discussion? Explain the characteristics of effective group discussion.*

) What is "Business Report"? Explain the parameters that determine the substance of good business reports?

SECTION – C

Note :– Attempt all questions. Attempt any two parts from each questions. 8×5=40

3. (a) What is communication process? Explain the various steps involved in the process of communication.

(b) "The importance and nature of communication depends upon the nature and structure of business". Discuss.

(c) Write a detailed note on '7C's of communication'.

4. (a) What are the various types of listening? What are the limitations of passive listening?

(b) Write short notes on the following :

(i) Business etiquettes

(ii) Impact of leadership on business communication

(c) Enumerate the factors which influence the internal and external communication in a business organization.

5. (a) Explain non-verbal communication. Elaborate types of non-verbal communication.

(b) *Write* short notes on the following :

(i) Advantages and limitations of oral communication

(ii) Grapevine communication

(c) Illucidate the various types of communication that are relevant to a large multi-office service sector organization.

6. (a) List out the essentials of good report writing.

(b) Discuss the various forms of business letters and state with reason which one is most desirable?

(c) Write short notes on the following :

(i) Minutes of meeting

(ii) Terms of reference

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