



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA Sec 1st Semester Examination, 2023

UBBASEC11001-BBA

BUSINESS COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

Answer any *two* questions

10×2 = 20

1. (a) "Information is considered as an important objective of Communication."— Discuss. 5+5
(b) What are the different forms of communication?
2. (a) Write a job acceptance letter with reference to the appointment letter for the post of an Accountant. 5+5
(b) What are the essential features of Oral Presentation?
3. (a) What is Business report? Discuss the various types of Business report. 5+5
(b) Briefly explain the steps in Business Report Writing.
4. (a) "Good listening results in development of a comprehensive approach and opens vistas to new ideas and newer avenues." — Discuss. 5+5
(b) "Without feedback, communication is incomplete." — Discuss.

GROUP-B

5. Answer any *four* questions:

5×4 = 20

- (a) What is effective communication? Discuss the general principles of effective communication.
- (b) How does Informal Communication affect efficiency of the organization?
- (c) Distinguish between Horizontal and Upward communication.
- (d) State the meaning of effective listening.
- (e) Briefly explain the seven Cs of effective communication.
- (f) Discuss the role of email and fax in the business communication.

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