

**BBA-305**  
**B.B.A. (Third Semester)**  
**Examination, 2024-25**  
**Paper - Fifth**  
**[Business Communication]**

Time : 3 Hours]

[Maximum Marks : 70

**Note :** This Question Paper is divided into two Sections A and B Both Section are Compulsory. Answer questions according to instructions given under each Section.

**SECTION-A**

**(Short Answer Type Questions)**

**Note :** This section contains eight (8) questions of five (5) Marks each. You are required to Answer five (5) questions only. (5×5=25)

1. Define the advantage and disadvantage of effective listening.
2. Discuss the merits and demerits of informal communication.

3. What is grapevine? Discuss its advantages to an organisation.
4. Explain the process of communication with example.
5. Discuss the advantages and disadvantages of oral communication to an organization.
6. Discuss the various principles and factors affecting group presentation.
7. Explain the cultural sensitivity with example. Why is it important?
8. Assuming yourself as a finance manager of an organization, Write a letter to bank asking reasons for dishonoring of a cheque.

### **SECTION-B**

#### **(Long Answer Type Questions)**

**Note :** Answer all questions. Each questions carry 15 marks.  
(3×15=45)

9. What do you mean by oral and written communication? Discuss the importance and elements of both. Also, differentiate between them.

OR

Explain the various types of Barriers to communication in detail.

10. What is communication? Discuss the 7 C's of effective communication in detail.

OR

Explain the following :

- (a) Para language.
  - (b) Effective listening.
  - (c) Resume.
11. Explain the various form of modern communication with their advantages and limitations.

OR

Differentiate between formal and informal communication?  
Explain their importance and limitations.

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