
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



Programme Name-BBA-Second Semester

Programme Code-BBA -12

Course Name- Business Communication

Course Code-BBA204

Maximum Marks-40

Session -2014-15,Summer

Last Date of Submission: 15 July, 2015

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Important characteristics of a successful communicator.
2. Important barriers in communication process.
3. Rules for writing a good proposal?
4. Role of an advertising agency.
5. Mannerism
6. Significance of body language in interviews.
7. Mass communication
8. Importance of listening.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.

1. Imagine a situation in which a manager gives only oral instructions to his subordinates. What problems do you think can crop up in such a situation?
2. Discuss the various channels of Audio-Visual communication.
3. Which skills and etiquettes you think are required while using communication system and information technology?
4. How can informal communication contribute to the effectiveness of a group? What can management do to improve group decision making?