



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

BBA 2nd Semester Assignment

Last date of Submission- 15 June, 2011

Programme Code- BBA-10

Course Code: BBA-204

Course Name- Business Communication

Maximum Marks-40

Section-A

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

Briefly discuss the following-

1. Visual Communication
2. Grapevine
3. Circulars and Memos
4. Kinesics
5. Principles of Effective Communication
6. Business-to-Business Etiquette
7. Mass Communication
8. Role of an advertising agency

Section-B

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

1. "Communication is considered to be the most important and most effective ingredient of the management process". If you agree with this statement, give reasons and examples to support your belief.
2. How would you define a report? Discuss the importance of report. Briefly explain the different types of report in business communication.
3. Briefly discuss the importance of listening in communication. What are the guidelines to effective listening?

4. One of the major problem areas in communication is different types of communication barriers. What will be your advice to your company's manager to overcome these barriers?

