



**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

***BBA Second Semester Assignment***

*Last date of Submission- 15 June, 2012*

**Programme Code- BBA-10**

**Course Code: BBA-204**

**Course Name- Business Communication**

**Maximum Marks-40**

**Session: 2011-12 (Summer)**

**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. Characteristics of communication
2. Upward Communication
3. Essentials of a Good Business Letter
4. Agenda
5. Principles of Effective Communication
6. Mantras of Public Relations
7. Characteristics of Group Discussions
8. Skills of managing business events

**Section-B**

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

1. "Effective communication is central to the success of any business organisation". If you agree with this statement, give reasons and examples to support your belief.
2. What suggestions would you give to business managers for giving effective demonstrations, instructions and dictations?
3. Why is it important to be a good listener? How can you make yourself a good listener?
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?