

**Guess Important Questions**

Course

**: B.B.A-1<sup>st</sup>Sem**Subject Code **Business Communication**

2017 Exam

- Q.1) what do you mean by Business Communication? Explain the factors which are responsible for the growing importance of communication in an organisation.
- Q.2) what are the elements of communication? Discuss the objectives, importance & essentials of good communication.
- Q.3) what do you mean by Listening & hearing? Discuss barriers to effective Listening & Methods to overcome these barriers.
- Q.4) what is non-verbal communication? Discuss its type, characteristics & importance in the context of Business organisation.
- Q.5) what is the difference between business letter & Business Report? Write down essential characteristics & importance in business.
- Q.6) what factors would you keep in mind in delivering the speech? Discuss the essential qualities of a good speaker.
- Q.7) what do you mean by conflict & Negotiation in business context? Discuss the various methods of conflict negotiation /Resolution.
- Q.8) what are the different categories of business meetings? Discuss Agenda, structure & minutes of business meeting.
- Q.9) what do you mean by Memo, notice & circular? Explain the structure & essential characteristics of each.
- Q.10) what are the purpose of communicating within a group? Discuss its merits & demerits.
- Q.11) Discuss the importance of written communication & advantages & disadvantages of verbal communication.
- Q.12) what are communication barriers? How these barriers are overcome? Discuss different communication channel.
- Q.13) what are the different categories of oral communication? Write down the steps involved in making oral presentation.
- Q.14) what are the classification of communication channels? Discuss various types & levels of listening on the job.
- Q.15) Write short notes on the following
- Group discussion & group decision.
  - Type of Business letters
  - Job interview & Group discussion
  - Need for writing effective report & letter.
  - Customer relation & Public Relation.
  - Categories of Oral Communication