

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)

B.B.A. LL.B. (5 Year) Sem - IV : SUMMER : 2024

SUBJECT: BUSINESS COMMUNICATION

Day : Sunday
Date : 21/04/2024

S-24947-2024

Time : 10:00 AM-12:30 PM
Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) All questions carry **EQUAL** marks.

Q.1 A) Explain the principles of good listening. Explain the four steps of listening (12)

OR

Q.1 B) Why communication is an important skill set for law professional? (12)

Q.2 A) Explain how negotiation helps a manager to reach an agreement on the best course of action. (12)

OR

Q.2 B) Explain the attributes of oral and written communication. (12)

Q.3 A) "Nonverbal communication is an important aspect of communication". Justify (12)

OR

Q.3 B) Explain 7 C's of communication in detail with examples. (12)

Q.4 A) Explain how grapevine is used in the organization. How understanding cross cultural communication will help in better communication? (12)

OR

Q.4 B) Explain the difference Hearing and Listening. (12)

Q.5 Write short notes on any **TWO** of the following: (12)

- a) Mass media communication
- b) Encoding
- c) Physical Barriers of communication

OR

Q.5 Write short notes on any **TWO** of the following: (12)

- a) Emotional Intelligence
- b) Channels of written communications
- c) Skillset of a Law professional

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