

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

B.B.A. LL.B. (5 Year) Sem - IV : SUMMER : 2025

SUBJECT: BUSINESS COMMUNICATION

Day : Tuesday
Date : 06/05/2025

S-24947-2025

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 B) Justify how modern Electronic media and internet has given valuable benefits for spread of communication. Explain its significance.

OR

Q.1 A) Write short notes on (**ANY TWO**)
i) Importance of listening
ii) Encoding
iii) Physical barrier of Communication
iv) Ethics in communication

Q.2 A) Steve jobs is known for his presentation skills. Explain the impact of the elements of presentation and its impact on the employees.

OR

Q.2 B) Ravi is an Event Planner and has to negotiate with clients and vendors. Explain the factors affecting negotiations. What efforts should be taken to be a good negotiator?

Q.3 A) Describe the different channels of oral communication used by a college teaching professional courses.

OR

Q.3 B) Explain Body language and its impact in detail to a mime stage artist student of arts college.

Q.4 A) Explain the organizational effort and individual efforts for overcoming communication barriers so that there is transparency and no misinterpretation of information.

OR

Q.4 B) Explain the importance of listening to an intern who has joined recently Parle Agro Company to understand the working of an organization.

Q.5 A) Explain the importance of business communication for Law students. State and explain the 7C's of communication.

OR

Q.5 B) Write short notes on (**ANY TWO**):
a) Emotional Intelligence
b) Semantic and language barriers
c) Skill set of a law professional
d) Persuasion

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