

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV : WINTER : 2024
SUBJECT: BUSINESS COMMUNICATION

Day : Thursday
Date : 17/10/2024

W-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)** Write short notes on (**ANY TWO**)
- i) Mass Media of Communication
 - ii) Encoding
 - iii) Visual support used in presentation
 - iv) Ethics in communication

OR

- Q.1 B)** Arihant is very talkative and just does not want to listen and hence his teacher explain the principles of Good Listening to improve his skill. Why is it important to be a good listener? State steps to be taken for good listening.

- Q.2 A)** Explain how negotiation helps a Manager to reach an agreement on the best course of action.

OR

- Q.2 B)** Explain the attributes and types of Oral and Written Communication used by a dentist who is internationally famous for his work and travels across the globe for his work.

- Q.3 A)** Explain Kinesics and its types with impact in detail used by a stage artist.

OR

- Q.3 B)** Explain the 7 Cs of Communication and how they help us in becoming a professional lawyer.

- Q.4 A)** Explain how Grapevine is used in the Organization? Explain how understanding cross cultural communication barriers help in better communication.

OR

- Q.4 B)** An organization name ALCO has decided to reduce the organizational barrier of communication and have asked each individual to take efforts to reduce the barrier of communication on a personal level. What steps have been taken by the organization and its employees to overcome the barriers of communication?

- Q.5 A)** Radhey is giving a presentation on spirituality and its importance in a college. What factors of presentation will he have to keep in mind to make the audience understand the topic easily.

OR

- Q.5 B)** Write short notes on (**ANY TWO**):
- a) Emotional Intelligence
 - b) Group discussion
 - c) Persuasion
 - d) Process of communication