

# F010303T(A)

**B. B. A. (Third Semester)**  
**EXAMINATION, 2022-23**  
 (NEP)  
 BUSINESS COMMUNICATION

*Time : One Hour ] [ Maximum Marks : 37½*

**Note :** This paper consists of two Sections A and B. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (**B Copy**) will be provided.

### Section—A

#### (Short Answer Type Questions)

**Note :** All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 3 marks. maximum 150 words each.

1. (A) Define forms of Communication.

(B) Define the merits of Non-verbal communication.

(C) Write a note on effective presentation skills.

(D) Write a note on Paralanguage.

(E) Define communication barriers.

(F) Write a note on office communication.

(G) What is CV ?

### Section—B

#### (Long Answer Type Questions)

**Note :** This section contains four questions from which *one* question is to be answered as long question. Each question carries 16½ marks, maximum 500 words each.

2. Define formal and informal communication. Also define the importance of communication.

*Or*

3. Define principles of effective communication. Also define body language.

**[3]**

*Or*

4. Define essentials of effective business letter  
Also draw a layout of business letter

*Or*

5. Elaborate modern forms of communication  
Also define cultural sensitivity.