

S.No. : 547

BBAL 3401

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 39116

Roll
No.

--	--	--	--	--	--	--	--	--	--

Integrated LLB Examination 2021-22

(Even Semester)

BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION - A

1. Attempt all parts of the following : $8 \times 1 = 8$

- (a) What is the importance of communication?
- (b) Describe the essentials of effective business communication.
- (c) Discuss the significance of facial expressions and eye contact in oral communication.
- (d) What is non-verbal communication?

[P. T. O.]

- (e) List down any five key principles of business letter writing.
- (f) Write a note on agenda of the meeting.
- (g) Explain business etiquettes.
- (h) Discuss minutes of the meeting.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$

- (a) Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner.
- (b) What is the role of non-verbal communication in the success of an organization? Explain with examples.
- (c) What do we mean by a notice as a form of communication?
- (d) Explain in detail 7 C's of communication.

SECTION – C

Note :- Attempt all questions. Attempt any two parts from each questions.

$5 \times 8 = 40$

3. (a) Explain communication process. Discuss its various components.
- (b) Discuss merits and demerits of written communication.
- (c) What are the different types of reports?
4. (a) Discuss the importance of effective listening.
- (b) Write a note on conflict management.
- (c) Discuss the four pillars : self image, self-talk, self-esteem and self-confidence of intra-personal communication.
5. (a) What is a notice and an agenda of a meeting? What are the key points to keep in mind while drafting them?
- (b) Why are reports written? Write a short report, written in letter form with subject line, introduction, conclusion and recommendation. You may provide an illustration of your own.
- (c) Write a request letter for quotation of La Opala Crockery. State clearly what you want in terms of discount, delivery, packaging and terms of payment.

[P. T. O.]

6. (a) Draft a letter to a first-time loan seeker from your bank. You have to turn down his request for credit. Pay attention to the tone of your refusal and tact in assuring him of another opportunity.
- (b) Draft a circular letter announcing the change of premise of your office “urban rental services” from Rukmininagar, Dispur to Bhangagarh, near Times of India building.
- (c) Good listening is a must to ensure satisfactory services to customer. Discuss this statement with reference to service organizations.
