

**July 2013**

Bachelor of Business Administration (BBA) Examination  
II Semester

**Business Communication**

Time : 3 Hours ]

[ Max. Marks : 80

**Note :** Solve any four questions in Section A. All questions carry equal marks.  
Section B is compulsory and carries 16 marks.

**Section A**

1. "Communication plays a vital role in organisational effectiveness." Discuss the statement in light of process, importance and feedback of communication.
2. Explain with suitable examples dimensions and barriers of communication.
3. Write a letter to HR Manager requesting to resolve the conflict of power sharing with your junior.
4. Explain the ways of making presentations effective before an expert panel.
5. Write short notes on any two of the following :
  - (a) Listening Skills.
  - (b) Overcoming ways for barriers of communication.
  - (c) Prepare a resume for the post of Marketing Trainee.

**Section B**

6. Read the case and answer the questions only ;  
At the Seasons Inn ... Bala is waiting in her supervisor's office. She has come to talk with Manoj about a problem, concerning next week's staff schedule. Just after Bala arrives, Manoj receives a phone call. He has an angry exchange with the caller, slams down the receiver, and storms out of the office, muttering to Bala, "wait here !"  
"What a rotten time to have to bring this up," Bala sighs, "He's in a lousy mood."  
When Manoj returns, it's clear he's still angry. He throws his clipboard on his desk and does not look at Bala, but asks rudely, "What do you want?"  
As Manoj shuffles through some papers on his desk, Bala says, "Several weeks ago, I asked for next Saturday off for my sister's wedding, Sir. I just looked at next week's schedule and I'm working on Saturday."

Manoj stops his paper search, glares at Bala, and shouts, "You said you needed the third Saturday off, and I gave it to you. The third Saturday of the month is the 20th".

"I meant the third Saturday from when we were talking. I need the 13th off," Bala sighs. "This is terrible. Can we do something about it?"

Manoj leans back, covers his eyes with his hands, and replies sarcastically, "No problem, Bala. I'll be happy to rearrange the schedule to suit your family's needs."

What do you think ?

Explain each statement below by your views.

True / False

1. We communicate only when we want to communicate.
2. Words mean the same thing to both speaker and listener.
3. We communicate chiefly with words.
4. We believe what a person says, not boar he or she says it.
5. "Communication is a one-way flow of information from the speaker to the listener" - Justify.

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