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DSBB315

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III Semester B.B.A. (Regular) Degree Examination,**December/January - 2025/26****BUSINESS ADMINISTRATION****Business Communication Skills****(SEP Scheme)****Paper : 3.5****Time : 2 Hours****Maximum Marks : 40*****Instructions to Candidates:*****Answer should be written in English Only.****SECTION - A****Answer any Three questions out of Six. Each question carries 2 marks. (3×2=6)**

- a) Define communication.
- b) What is non verbal communication?
- c) What are principles of effective communication?
- d) List any four types of listening.
- e) What is a business letter?
- f) Define presentation skills?

SECTION - B**Answer any Two questions out of 3. Each question carries 5 marks. (2×5=10)**

- 2. List out the barriers of effective communication and suggest ways to over come them.
- 3. Describe the different types of reacting techniques with suitable examples.
- 4. Discuss the various types of business letters used in business communication.

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(2)
SECTION - C

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Answer any Two out of Three questions. Each question carries 10 marks. (2×10=20)

- 5. Elaborate on the process and stages of communication with a suitable diagram.**
- 6. Explain in detail the types of listening and the benefits of each type.**
- 7. Discuss the types of presentation in business. Communication and Explain the pros and cons of each.**

SECTION - D

Answer the following one question. This question carries Four marks. (1×4=4)

- 8. Draft a Quotation letter with imaginary content for supplying office stationary.**
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