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DSBB315

Reg. No.

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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 overcome them.
3. Describe the different types of reacting techniques with suitable examples.
4. Discuss the various types of business letters used in business communication.

**[P.T.O.]**



(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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