



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL
BBA Minor 1st Semester Examination, 2025

BBAHMIN101-BBA

BUSINESS COMMUNICATION

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions

12×2 = 24

1. (a) Write a job acceptance letter with reference to the appointment letter for the post of an accountant. 6+6
(b) What are the essential features of Oral Presentation?
2. “Communication is the life blood of any business organization.” Comment and explain objectives of business communication. 6+6
3. Explain various barriers to communication. How do they hinder the smooth flow of communication? 6+6
4. (a) What is a Business Report? Discuss the various types of Business Report. 2+4
(b) Distinguish between verbal and non-verbal communication. 6

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) Why listening is important in business communication?
- (b) What do you mean by presentation?
- (c) State the meaning of effective listening.
- (d) Distinguish between horizontal and upward communication.
- (e) Distinguish between notice and circular.
- (f) What do you mean by Business letters?

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) Define business communication.
- (b) What is electronic mail?
- (c) List the types of report.
- (d) State the importance of oral communication.
- (e) Write few examples of visual aids.
- (f) What is a memorandum?

—x—