

**2023**

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : BBAA-104-AEC 1**

**(Business Communication)**

**Full Marks : 50**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Group - A**

1. Answer **any five** questions :

2×5

- (a) Why communication is so important in business?
- (b) What is 'Grapevine communication'?
- (c) What is meant by horizontal communication?
- (d) Define 'communication'.
- (e) Mention the requisites of a valid notice.
- (f) What is a sign-language?
- (g) What is meant by 'para language'?
- (h) Is it important to have 'Feedback' in communication?

**Group - B**

2. Answer **any four** questions :

5×4

- (a) Write a short note on 'Goal Conflict'.
- (b) Write the characteristics of corporate communication.
- (c) Write a short note on 'barriers of communication'.
- (d) What is business meeting etiquette?
- (e) Write a short note on FAX.
- (f) Write the patterns of communication network.

**Please Turn Over**

**Group - C**

Answer *any two* questions.

10×2

3. Draft the minutes of an annual general board meeting of an FMCG company.
  4. MNC requires Marketing Manager for its Kolkata office. Apply sharp with passport size photograph and mail it to cbsz@gmail.com.  
Read the advertisement and apply with a cover letter and C.V.
  5. Write a report within **200** words on role of youth in community development with special reference to National Youth Day.
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