

2025

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-104-AEC1

(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) What do you mean by communication?
- (b) Mention the major difference between horizontal and vertical communication.
- (c) What is meant by 'Topic Sentence'?
- (d) What are the major purposes of manuals?
- (e) Why 'feedback' is important in communication?
- (f) Define 'corporate communication'.
- (g) What are the requisites of a valid notice?
- (h) What do you understand by 'Grapevine Communication'?

Group - B

2. Answer **any four** questions :

5×4

- (a) Mention the characteristics of corporate communication.
- (b) Write a short note on 'Forms of communication'.
- (c) Discuss the role of communication in resolving conflict.
- (d) Briefly explain the major barriers to communication.
- (e) Write down the principles of effective communication.
- (f) State broad guidelines for a purposeful Group Discussion.

Please Turn Over

(3299)

Group - C

Answer *any two* questions.

10×2

3. A reputed corporate house requires HR Executives for its Kolkata office. Write an application along with CV in response to an advertisement, appeared in a widely circulated newspaper.
 4. Write a paragraph within 200 words on the impact of social media on public opinion.
 5. Write an official letter to a distributor of a reputed concern requesting him to submit quotation within a week in regard to furniture purchases for your office.
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