August 2012

Bachelor of Business Administration - Semester 1

BB 0032/BBA 101: 'Communication Skills'

(4 credits)

(Book ID: B1497)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. Explain the process of communication. What is the role of communication in business?
2. What are the various barriers to the Listening Process? Why do you think listening plays a vital role in the organization?
3. What is internal communication and what are the reasons for having it? List the various channels and stake-holders of internal communication.
4. What do you mean by a report? Explain its important features. Note the differences between a performance appraisal report and confidential report.
5. How do verbal, vocal and visual components of communication impact a presentation? What are the points that one needs to keep in mind while preparing audio visual aids?
6. a. With the growing competition and volatile market conditions, jobs are not secured as they ought to be previously. What are the factors looked into by the prospective employers?

   b. Do manners and etiquettes play an important role in the interview process?

August 2012

Bachelor of Business Administration - Semester 1

BB 0032/BBA 101: 'Communication Skills'

(4 credits)

(Book ID: B1497)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. What are the various types of communication based on channels and style? What is the importance of verbal communication?
2. a. Explain the role of horizontal communication in an organization by giving suitable examples.

   b. What are the advantages and disadvantages of grapevine communication?
3. A sales letter best captures the AIDA principles – comment. Bring out the difference between personal letters and business letters
4. a. What is a memo and what are the principles of writing a memo?

   b. What is a circular? What are the guidelines to write a circular?
5. Explain the principles of email. How can you overcome the problems encountered in email communication?
6. a. Why is employment communication a necessary weapon for employers? What should an employer look for in a good resume?

   b. State the differences between a resume and a CV.