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| **SESSION** | **JUL/AUG 2021** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DMBA102 – BUSINESS COMMUNICATION** |
| **CREDITS** | **4** |
| **NUMBER OF ASSIGNMENTS &****MARKS** | **02****30 Marks each** |

**Set – I**

**Q1. What is communication barrier? Describe various kinds of communication barriers and methods to overcome barriers in organizations. 2+8**

**Ans 1.**

**Communication barrier:** Communication fails when the message received is not identical to the message that is sent. Several factors could interfere with the exchange of messages.Figure depicts the barriers to

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**Q2.“Premature evaluations and hurried conclusions distort listening.” Discuss in Detail. 10**

**Ans:**

**Premature Evaluation and Hurried Conclusions**

Listening patiently until the speaker completes his or her argument is necessary for correct interpretation of an oral message. The listener can distort the intended meaning by prejudging the intentions of the speaker, inferring the final meaning of the message, or giving a different twist to the

**Q3.What do you understand by communication flow? Discuss the formal and informal lines of organizational communication with suitable examples. 2+8**

**Ans:**

**Communication flow:** A communication network refers to how information flows within the organisation. Information within an organisation generally flows through a system, rather than being a free flow. In the words of Adler, ‘Communication networks are regular patterns of person-to-person relationships through which information flows in an organisation.’ This means that the flow

**Set – II**

**Q4. What is the basic outline of a persuasive letter? Justify the structure of ideas in persuasive letter. 4+6**

**Ans:**

**Persuasive letters:** The most common type of persuasive letter is a sales letter addressed to customers, persuading them to buy your company’s product. A sales letter is similar to an advertisement and uses the

**Q5. Describe various types of reports? Elucidate the elements of a formal business report. 5+5**

**Ans:**

**Types of Business Reports:** Reports can be classified based on several criteria, including there use (progress and financial reports), purpose (informational, analytical and persuasive reports), frequency of

**Q6. Discuss various types of resumes. Describe the salient features of a good resume. 5+5**

**Ans:**

**Types of resumes:** A resume is a document that summarises your background, educational qualifications, experience and interests. It may be sent not only to current employers, but also to potential employers, who may hire you for a job that has not been announced. From a prospective employer’s point of view, it serves as a screening device, helping to select the most worthy candidates for a particular position and to eliminate the others. From a job seeker’s point of view, the resume conveys how you present your ideas, whether you are organised and