



RAN-2308000701030001

B.B.A. (Sem. I) Examination November - 2025

OEC - 1 - Minor Business Communication

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

- Q-1. Answer the following questions briefly (Any Five) 10**
1. Define the term 'communication'
 2. Differentiate between Interpersonal and Intrapersonal communication.
 3. Write down the principle components of non-verbal communication.
 4. What is Noise in the communication process?
 5. Specify the flow of communication.
 6. How to overcome the barriers to communication
 7. List out the steps involved in the communication.
- Q-2. Draft a letter from Croma Electronics and Plastic Tools, Baroda, complaining to Samsung Wholesale Electrical Tools Suppliers, Aand, for sending the goods in damaged conditions. 14**
- OR**
- Q-2. Draft a letter from Bharat Sports Club, New Delhi, placing an order for various sports goods to Kiran super stores, Agra. 14**
- Q-3. (1) Draft an office circular emphasizing the need to minimize the use of mobile phones during working hours. 07**
- (2) Prepare the minutes of the Annual General Meeting of Pyramid Steel Corporation Ltd, New Delhi. 07**
- OR**
- Q-3. In reply to an advertisement, draft a job application letter along with a resume for the post of Production Manager. 14**
- Q-4. Answer any Three of the following. 12**
1. Prepare a PowerPoint presentation on Effective Business Communication.
 2. Imagine that you are a Marketing Executive. Compose an email that you would like to send to all your respective clients informing them about the rise in prices of your products.
 3. Discuss nonverbal communication.
 4. As the secretary of the cultural committee draft a notice to inform the students about the upcoming university youth festival.
 5. Draw the diagram of the process of communication.