**BL-105**

**B.B.A.LL.B. (Integrated) (5 Year) Ist Semester Examination, 2026**

**MOST IMPORTANT QUESTIONS 2026 – UNSOLVED MODEL PAPER**

# BUSINESS COMMUNICATION

Paper : V

**Time : 3 Hours** **[ M.M. : 75**

**Note :** Answer any **five** questions. All questions carry equal marks.

**1.** Define business communication. Explain its importance in a modern organisation and the principles (7 Cs) of effective business communication. **[15]**

**2.** Explain the process of communication with the help of a suitable model. Discuss the various networks and channels of communication including the grapevine. **[15]**

**3.** What are the barriers to effective communication? Suggest measures to overcome them. **[15]**

**4.** Compare oral and written communication with their advantages and disadvantages. What is effective listening? How can listening skills be improved? **[15]**

**5.** What is non-verbal communication? Explain its various forms – body language, proxemics, paralanguage, chronemics and appearance – with examples. **[15]**

**6.** Draft an application letter along with a resume for the post of Legal Associate in a reputed law firm. Also state the points to keep in mind while creating a LinkedIn profile. **[15]**

**7.** Explain the layout of a business letter. Draft a complaint letter to a supplier regarding the delivery of defective goods. **[15]**

**8.** What is a report? Explain the types of reports and the structure and techniques of report writing. Discuss the ethical use of AI tools in business writing. **[15]**

**9.** Draft the notice and agenda of the Annual General Meeting of a company. Also explain the essentials of good minutes of a meeting. **[15]**

**10.** Write short notes on any two: (a) Email etiquette and netiquette (b) Press release (c) Cross-cultural communication (d) Role of social media in business communication **[7½×2=15]**

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