



**Progressive Education Society's  
Modern College of Arts, Science & Commerce Ganeshkhind  
(Autonomous), Pune – 16  
Term End Examination: April 2024  
Faculty: Commerce**

**Program: BBA(Computer Application)**

**Semester: II**

**Program (Specific): BBACA07**

**Course Type: CC**

**Class: FYBBACA (NEP)**

**Max.Marks: 30**

**Name of the Course: Business Communication**

**Course Code: BBA12205**

**Time: 2 Hrs**

**Instructions to the candidate**

- 1) All Sections are compulsory.*
- 2) Figures to the right indicate full marks.*

**Section A**

**10 Marks**

**Q1) What is Communication? Explain the need for effective communication.**

**Or**

**Q1) What is Written Communication? Explain the Merits and Demerits of Written Communication**

**Section B**

**10 Marks**

**Q2) Draft Order Letter**

**Or**

**Q2) What is Business Correspondence? What are the functions of Business Correspondence?**

**Q3) Write Short Notes (Any 2)**

**10 Marks**

- 1. Principles of effective communication**
- 2. Merits of oral communication**
- 3. Downward Communication**
- 4. Process of communication**