



UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 2nd Semester Examination, 2021

LCC2-BBA(TAH)

COMMUNICATION AND PRESENTATION

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any three of the following questions

20×3 = 60

1. “Communication is the essence of life” explain this statement with help of the Communication Theory. What is the role of communication in an organization and in personal life? 10+5+5
2. What is Internal communication and External communication? How “Noise” is a barrier for communication? Write five points stating the importance of communication. 5+5+5+5
3. What is Active Listening? Describe any four characteristics of a good listener. Explain six barriers to good listening. What are the three benefits of being a good listener? 7+4+6+3
4. Describe the term “Conversation”. How can we develop good writing skill? Why reading skills are important? Explain any three types of reading. 7+5+5+3

—×—