

Roll No.

BBA-202(N)

B. B. A. (Second Semester)

EXAMINATION, 2016

(New Course)

Paper Second

BUSINESS COMMUNICATION

Time : Three Hours] [Maximum Marks : 70

Note : Attempt all Sections. Section A is compulsory, which consists of ten questions. Attempt other Sections as per the instructions given therein.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

3 each

(Short Answer Type Questions)

Note : All questions are compulsory.

1. (A) Define Communication.
- (B) What is a circular ? Explain the need for it.
- (C) Explain networks in business.
- (D) Why mock interviews are important in business ?
- (E) Explain barriers in listening.
- (F) Explain the importance of para language.
- (G) Differentiate between International and National Communication.

[2]

- (H) Differentiate between Resume and Biodata.
- (I) Write a short note on development of communication model.
- (J) Distinguish between media and channel.

Section—B

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

- 2. What are the principles of Business Communication ? Explain the significance of each by giving suitable example.
- 3. Draft an application letter along with a resume for post of finance manager in Blowpast Ltd.
- 4. Discuss modern forms of communication and their importance.
- 5. Write short notes on the following :
 - (i) Written communication
 - (ii) Effective presentation tectics

Section—C

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

- 6. What is business letters ? Explain the structure and layout of business letter.
- 7. Explain the importance of group discussion and group presentation.
- 8. Discuss different forms of communication.
- 9. A famous mobile company has to shift its outlet from Vijaynagar to Vikasnagar. Draft a circular announcing the change.

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