

Roll No.

BBA-202(N)

**B. B. A. (Second Semester)
EXAMINATION, May, 2017**

(New Course)

Paper Second

BUSINESS COMMUNICATION

Time : Three Hours] [Maximum Marks : 70

Note : Section 'A' is compulsory carrying 3 marks each.
Attempt any *two* questions from Section 'B' and
Section 'C' each carrying 10 marks per question.

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 : Attempt all questions.

1. Write short notes on the following :
 - (A) - Process of Communication.
 - (B) - Para language.
 - (C) - C's of communication.
 - (D) - Types of Communication Networks.

- (E) Selective perception.
- (F) Feedback skills.
- (G) Filtering of information
- (H) Types of Business letters.
- (I) Process of interview.
- (J) Factors affecting presentations.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

2. Differentiate between formal and informal communication. How can informal communication be used by business organization for effective management ?
3. Discuss the advantages and disadvantages of Oral and Written communication.
4. Discuss the various technological aids for giving a presentation. Are Power Point presentations effective ?
5. Describe the different personality traits that are observed by the pond of examiners during group discussion.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

6. Differentiate between kinesics and proxemics. Discuss the major components of kinesics.

[3]

7. Write a job applications, enclosing your CV for the post of Assistant Manager in a multinational company.
8. Explain the merits and demerits of e-Mails as a medium of business communication.
9. What do you mean by Cultural Sensitiveness ? What role does it play in effective communication ?