

**P-732**

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Roll No. ....

## **BBA-204**

### **Business Communication**

Bachelor of Business Administration (BBA)

2nd Semester Examination, 2023 (June)

**Time : 2 Hours]**

**[Max. Marks : 70**

**Note :** This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

### **SECTION-A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Explain the different barriers of Communication.

2. Organizational communication could be of different types. What are those types and how do they differ from each other?
3. Define communication and explain the process of communication.
4. Write a note on :
  - (a) Dictation.
  - (b) Agenda and minutes of meeting.
5. Effective communication is the most important instrument of strengthening human relation in an organisation. Explain.

## **SECTION-B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. What is informal communication? Give an example of informal communication.
2. Explain the different modern forms of communication.
3. Explain the elements of Communication in detail.

4. Explain the various kinds of business letters.
  5. Discuss the guiding principles for the preparation of a good report.
  6. Explain various types of advertisement copy.
  7. What are the main objectives of circular letter?
  8. What do you mean by public relation? Write its objectives in detail.
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