

Roll No. ....

## **BBA–204**

**Business Communication**/(व्यावसायिक सम्प्रेषण)

Bachelor of Business Administration

(BBA–10/12/16/17)

Second Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 80**

**Note :** This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

### **Section–A**

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

**Note :** Section 'A' contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What is the role of communication in business growth ? Explain the different types of business communication with their advantages and disadvantages.
2. Explain the different types of interviews and their importance. How is non-verbal communication useful in interviews ?
3. What are the conventional modes of communication ? Explain the factors influencing the choice of particular medium of communication.

**(B-59) P. T. O.**

4. What are the different types of business reports ?  
Explain guidelines and outline of a business report.

### Section-B

#### (Short Answer Type Questions)

**Note :** Section 'B' contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

Briefly discuss any *four* of the following :

1. Guidelines for effective speech.
2. Structure of an advertisement copy.
3. Body language importance in business communication.
4. Types of graphical display.
5. Planning and procedure of problem-solving conferences.
6. Role of public relation in business communication.
7. Interview process.
8. Group discussion and traits of candidate measured under group discussion.

### Section-C

#### (Objective Type Questions)

**Note :** Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

Write True/False against given statements :

1. Effective communication consists similar context of message for sender and receiver.
2. Kinesics is a type of verbal communication.

3. Semantic barriers arises out of different meaning assigned to same word by different people due to different interpretation.
4. Interviews consists of oral communication.
5. Grapevine communication is a type of formal communication.
6. Logos and images in advertisements are examples of non-verbal communication.
7. Reference number in a business letter is used by receiver for all future correspondences.
8. Exit interviews are conducted by organizations for incoming employees.
9. Conference is a meeting of large group of persons assembled for the purpose of discussing common problems or activities.
10. Tele-conferencing and computer networks (LAN, WAN, MAN) are examples of electronic modes of communication.