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Roll No.

BBA-204

Business Communication

व्यवसायिक सम्प्रेषण

Bachelor of Business Administration

(BBA-10/12/16/17)

Second Semester

Examination, 2019

Time : 3 Hours

[Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

Long Answer Types Questions

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

S-618

P.T.O.

(2)

1. "Effectiveness of communication is influenced with the presence of noise", comment on the statement while explaining the process of communication in detail.
2. Explain the types & techniques of effective interviewing. What are the qualities of interviewer and interviewees?
3. What do you understand from verbal and non-verbal communication? Explain classification of verbal and non-verbal communication with their advantages and disadvantages in detail.
4. What is public relation? How public relation is important in business communication? Explain the similarities and differences between public relations and journalism.
5. Discuss the characteristics of effective advertisement. Explain structure of advertisement copy and types of advertisement copy.

Section–B

Short Answer Types Questions

Note :Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

(3)

1. Explain the principles of business communication. Also explain different channels of business communication.
2. Discuss the essentials of a good business letter.
3. Explain different types of business report writing.
4. Discuss the process of interviewing.
5. "Presentation using audio-visual aid is very effective in business communication". Comment.
6. What is graphic communication? Explain merits and demerits of graphical display.
7. What is importance of body language in interview.
8. Explain the concept of conferences and group discussion in business communication.