

# S-891

Total Pages : 3

Roll No. -----

## BBA-204

**Business Communication**

**Bachelor of Business Administration (BBA)**

2<sup>nd</sup> Semester, Examination 2022(Dec.)

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.

### 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 x 19 = 38]

P.T.O.

- Q.1. Discuss the various barriers to communication. How can communication be made effective?
- Q.2. Discuss the important forms of communication with banks. What principles can help in making this communication effective?
- Q.3. Assuming yourself to be a manager of a business organisation, give suggestions for an efficient upward communication system.
- Q.4. Explain role and channels of audio-visual communication.
- Q.5. What do you mean by presentation skills? What are the tips and technique for effective speech making.

### **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 x 8 = 32]

- Q.1. What is business letter? Explain in detail.
- Q.2. Explain downward and upward communication.
- Q.3. Write importance of body language in interview.
- Q.4. Explain role of public relation in business.
- Q.5. What is an effective advertisement in business. Write characteristics of effective advertisement.
- Q.6. Write the importance of business letter.
- Q.7. Write merits and demerits of graphical display.
- Q.8. What are the various types of report?

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