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Roll No. -----

BBA-204

Business Communication (व्यवसायिक सम्प्रेषण)

Bachelor of Business Administration

(BBA-10/12/16/17)

2nd Semester, Examination June 2022

Time: 2 Hours

Max. 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 – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. "Business communication helps in meeting the objectives of business," comment. Explain different barriers to business communication.
- Q.2. You are a sales representative of your company. Write a letter to Mike Mason of ABC Enterprise, introducing one of your new products or services. Ensure to give important details about your product/service.
- Q.3. Explain the process of interviewing. What different plans are constructed for interviewing?
- Q.4. What are different audio-visual communication aids? Explain different channels of audio-visual communication.
- Q.5. Explain non-verbal communication. Elaborate types of non-verbal communication.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

P.T.O.

- Q.1. Discuss the types of business communication with their characteristics.
- Q.2. Write short notes on the following:
- a) Circular
 - b) Minutes of meeting
 - c) DO letter
- Q.3. Explain different types of interviewing.
- Q.4. Describe guidelines for effective speech making.
- Q.5. What do you understand by group discussion? Explain characteristics of an effective group discussion.
- Q.6. Explain different types of graphical display.
- Q.7. Discuss the tools of public relations along with its objectives.
- Q.8. Explain the role of advertisement in business communication. How advertisement can be made effective?
