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(21121) Roll No. ....  
B.B.A.- II Sem.

**18044 (CV-II)**

**B.B.A. Spl. & Back Paper Examination,**

**Nov.-2021**

**BUSINESS COMMUNICATION**

**(BBA-202)**

*Time : 1½ Hours ] [Maximum Marks : 75*

**Note :** Attempt all the Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt any two questions. Each question carries 7½ marks. Very short answer is required not exceeding 75 words.  $7\frac{1}{2} \times 2 = 15$

1. Explain Grapevine.
2. What do you mean by Miscommunication?

3. Define Cultural Context briefly.
4. What is exit interview?
5. How does an E-mail differ from Fax?

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any one question, each question 15 marks.  $15 \times 1 = 15$

6. Describe the various barriers of communication.
7. Define Cultural Sensitivity. Why is it important?
8. Write short notes on:  
(I) Mock Interview and  
(II) Communication Model

**Section-C**

**(Long Answer Questions)**

**Note :** Attempt any two questions, each question 22½ marks.  $22\frac{1}{2} \times 2 = 45$

9. Explain in details the objectives and principles of effective communication.

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**P.T.O.**

10. Explain the structure of a Business Letter.  
Give its specimen also.
11. Define interview skill. What preparations are to be made by interviewer for conducting an interview?
12. Write an explanatory note on Modern forms of Communication.
13. Explain the role of body language in effective communication giving suitable examples?