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(20516)

Roll No. ....

BBA-II Sem.

18044

B. B. A. Examination, May 2016

Business Communication

(BBA-202)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as, per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. "Communication is the key to successive managers."

Explain it.

(2)

2. What do you understand by interview ?
3. What is meant by culture ?
4. Explain the informal communication.
5. What do you know about the barriers to communication ?

Section-B

(Short Answer Questions)

Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½×2=15

6. What are the barriers to effective listening ?
7. Write a favourable letter for sanction of loan.
8. What is meant by mock interview ? Explain the various steps of mock interview.

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**Section-C**

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Define business communication and discuss its importance for manager.
10. What do you understand by presentation ? Explain the individual and group presentation.
11. What do you understand by Resume ?, Explain the main points of resume.
12. What forms of communication are being used in the modern business world ? Discuss their advantages.
13. Explain the role of international communication in global market.