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(20517)

Roll No.

B.B.A.-II Sem.

18044

B. B. A. Examination, May 2017

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 of this Section.

Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. What is business communication?

(2)

2. What is communication process?
3. The important types of business letter.
4. What is non-verbal communication?
5. What do you understand by internet?

Section-B

(Short Answer Questions)

This Section contains three questions, attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Discuss the importance of effective communication.
7. What is meant by an interview?
8. Explain the objectives of seminars.

18044

Section-C

(Detailed Answer Questions)

This Section contains five questions, attempt any *three* questions. Each question carries 15 marks.

Answer is required in detail. $15 \times 3 = 45$

9. What do you understand by grapevine? Discuss its types and characteristics.
10. What do you understand by formal and informal communication? Explain advantages and disadvantages of informal communication.
11. What is meant by 'culture'? How does cultural consciousness effect business communication?
12. Discuss the main barriers to communication. How will you remove them?

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13. What is meant by survey? Describe the process of conducting survey.

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