(Printed Pages 4)

(20518)

Roll No........................

BBA-II Sem.

18044

B.B.A. Examination, May- 2018

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)

Note : Attempt all the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

P.T.O.

1. "One of the major objectives of business communication is information." Elaborate the kinds of information for planning.

2. Explain the process of communication.

3. Explain in brief 7 'C' of effective communication.

4. Explain the language barriers.

5. Write a short note on uses of internet.

Section - B

(Short Answer Questions)

Note : This section contains **three** questions, attempt any **two** questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

7½×2=15

6. What do you mean by communication? Explain two important models of communication.

18044\2

7. Describe in short the various steps involved in developing effective listening skills.

8. What do you mean by visual sign language? Explain the merits of visual sign language.

Section - C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail. https://www.ccsustudy.com

9. Write an essay on the reform in communication by Self-Development.

10. Explain the planning process of an interview and discuss the various elements involved in planning a meeting.

11. Write a job application to seek employment.

12. Write an essay on International communication at adapting to global business.

13. Explain the issues in detail related to communication with electronic technology.

18044\3

18044\4