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(20614) Roll No. ....

B.B.A. - II Sem.

**18044**

**B.B.A. Examination, June 2014**

**Business Communication**

(BBA - 202)

(New)

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

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

**Section - A**

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

1. What is the meant by Business Communication?

2. Explain the Formal Communication.
3. Discuss the importance of Business letters.
4. What is Oral Presentation?
5. What is meant by Culture?

**Section - B**

**Note:** Attempt any **two** questions out of the following **three** questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.

6. Explain the Indian Model of Communication.
7. What is Seminar? How a seminar conducted?

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8. Write short notes:

- (i) Body Language
- (ii) Para Language
- (iii) Sign Language

### Section - C

**Note:** Attempt any **three** questions out of the following **5** questions. Each question carries 15 marks. Answer is required in detail.

- 9. Explain the process of Communication.
- 10. What are the common barriers to Communication? How do you overcome these barriers?

- 11. Write application for the post of a General Manager of a Company.
- 12. Explain the difference between enquiry, quotation and order letters.
- 13. Describe the modern techniques of Communication.