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Roll No.

B.B.A. - II Sem.

18044

B.B.A. Examination, June 2015 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.

- Explain any two objectives of Communication.
- Distinguish between Formal and Informal Communication.

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- 3. Explain the concept of Business letter.
- Explain the concept of Para-language.
- 5. What do you mean by Internet?

Section-B

Note: Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

- Explain PRIDE mode of effective Communication.
- Explain any four barriers of Communication.
- 8. Explain the forms of body language.

Section-C

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

What is business communication and also discuss the factors responsible for the grow-

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- ing importance of business communication in Modern time.
- Explain the meaning of Grapevine Communication and describe its characteristics and types.
- 11. What is effective listening? What are its main principles?
- 12. What is a sales letter? What points should be kept in mind while writing it?
- 13. How can International cultural communication be developed?