

Roll No.

Total Pages : 2

214206

May, 2019

BBA (II) - II SEMESTER

BUSINESS COMMUNICATION (BBA/II/206)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Nature of communication. (1.5)
(b) Cross-cultural communication. (1.5)
(c) Group Discussions. (1.5)
(d) Types of visual aids for presentation. (1.5)
(e) Para language. (1.5)
(f) Clarity in writing. (1.5)
(g) Circular. (1.5)
(h) Public relations. (1.5)
(i) Role of social media in communication. (1.5)
(j) Listening skills. (1.5)

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PART-B

2. Discuss the process and types of communication. Why communication is said to be of paramount importance in business organizations? (15)
 3. (a) What are major barriers to communication? (10)
(b) Briefly discuss seven C's of effective communication. (5)
 4. Distinguish between oral and written communication. What are principles of successful oral communication? (15)
 5. What are different types of business letters? What care must be exercised while writing a business letter? (15)
 6. What preparations have to be made before convening a meeting? What are the purposes of distributing agenda and minutes of a meeting? (15)
 7. Write a detailed note on corporate communications. How information technology has revolutionised corporate communications? (15)
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