

Roll No.

Total No. of Questions : 07]

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BBA (Sem. - 2nd)

BUSINESS COMMUNICATION - II

SUBJECT CODE : BB - 205 (2008 to 2011 Batch)

Paper ID : [C0211]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

(10 × 2 = 20)

Q1)

- a) Explain downward communication.
- b) Write a paragraph on work is worship.
- c) What is feedback and its role in communication?
- d) What do you mean by extempore speaking?
- e) Change into passive voice:
 - i) The committee called on Mary to explain her reasons for the proposed changes.
 - ii) They will have completed all the marketing by tomorrow.
- f) What is a group discussion?
- g) What is grapevine?
- h) What is memorandum?
- i) What is the difference between fax and E-mail?
- j) What is the difference between hearing and listening?

Section - B

(4 × 10 = 40)

- Q2)** What do you mean by Non-Verbal Communication? Discuss various types of non-verbal Communication.
- Q3)** Write down the essentials of effective business communication.
- Q4)** Explain the semantic, psychological and organizational barriers to communication.
- Q5)** You are a management graduate from PTU, Jalandhar. You are seeking a suitable job. You come across an advertisement in The Tribune, inviting young and dynamic fresh graduates as management trainees in a respected company. Apply for the said job to Box No. 2014, C/o The Tribune, and Chandigarh.
- Q6)** You are Rakesh Gupta, the purchase manager of the company called Aman Electronics. Write a letter to the sales manager of Dell Computers placing an order for the purchase of twenty computers and twenty printers for your company.
- Q7)** Write notes on the following:
- a) Group Discussion.
 - b) Different types of listening.

