

Roll No.

Total No. of Questions : 09]

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BBA (Sem. - 2nd)

BUSINESS COMMUNICATION - II

SUBJECT CODE : BBA - 205 (2012 Batch)

Paper ID : [C0244]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt **Four** questions from Section - B. Selecting atleast **One** question from each Subsection.

Section - A

(10 × 2 = 20)

Q1) Explain/Elaborate/Define the concepts:

- a) Digital communication.
- b) Effective reading.
- c) Opinions.
- d) Effective listening.
- e) Inter-office memo.
- f) Notice.
- g) Drafting.
- h) Précis.
- i) Extempore.
- j) Symposia.

Section - B

(4 × 10 = 40)

Subsection - I

- Q2)** What is the purpose of reading? Discuss factors affecting reading.
- Q3)** How would one go about differentiating facts from opinions? What is yellow journalism?

Subsection - II

- Q4)** What are different strategies to improve listening skills?
- Q5)** Discuss the role of listening in communication. Discuss barriers to listening.

Subsection - III

- Q6)** Compare and contrast different types of business letters.
- Q7)** Discuss in detail the requirement and use of report writing.

Subsection - IV

- Q8)** What is the basic structure of a group discussion? What are broad guidelines for a good group discussion?
- Q9)** What is purpose of an interview? How would one project a positive image in an interview.

