

Roll No _____

Examination May-2014

Total no of page-2

BUSINESS COMMUNICATION -II

Subject Code: BBA-205

Paper ID- C0244

Time: 3 hours

Maximum Marks: 60

Instructions to the Candidates:

1. Section-A consists of ten compulsory questions carrying two marks each.
2. Section-B Consists of FOUR subsections: Units-I, II, III and IV.

There are two questions in each subsection carrying ten marks each and a student has to attempt one question from each subsection.

Section—A

Q1.Give brief answers to the following questions:

- a. Explain the importance of reading and interpreting visuals.
- b. What do you mean by making inferences?
- c. Explain the purpose of listening.
- d. Listening is a process involving certain related activities. Explain.
- e. What are the two important characteristics of a paragraph?
- f. Distinguish between good news and bad news letters.
- g. What do you mean by an inter-office memo?
- h. Explain the different formats of report writing.
- i. Distinguish between a seminar and a conference.
- j. What is the importance of positive image in an interview?

(10 x 2 = 20)

SECTION—B

UNIT-I

Q.2.Discuss in detail as to how we can develop effective reading habits.

(10)

OR

Q.3.Write in detail the purpose of reading and the tactics and strategies of reading.

(10)

UNIT-II

Q.4.Explain the steps required to be taken to improve listening. (10)

OR

Q.5What are the major barriers to effective listening and how can these barriers be overcome? (10)

UNIT -III

Q6.Write a letter placing order for the supply of washing machines. (10)

OR

Q.7Write a letter style report explaining the steps to be taken to improve the sale of readymade garments of your company. (10)

UNIT-IV

Q8.Explain the importance of public speaking. (10)

OR

Q.9.Discuss in detail the steps involved in the preparation of an interview. (10)

————— End —————