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Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-2nd)
BUSINESS COMMUNICATION-II
Subject Code: BBA-205
Paper ID: [C0244]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

- 1. Section-A is compulsory consisting of ten questions carrying two marks each.*
- 2. Attempt one question from each sub section of section "B" Each carries 10 marks.*

SECTION-A

Q1. Explain /Elaborate/ Define the concepts

- a) What is communication process?
- b) What are the differences between one way and two way communication?
- c) Differentiate between verbal and non-verbal communication?
- d) Circulars
- e) What are the essentials of a credit letter?
- f) Differentiate between advice and counselling?
- g) What is non-verbal communication?
- h) Grapevine
- i) Digital communication
- j) Selective listening

SECTION-B

4x10=40

Subsection-1

- Q2. What is communication process? What are the differences between one way and two way communication?
- Q3. How would one go about differentiating facts from opinions? What is yellow journalism?

Subsection-2

- Q4. What are different ways to improve listening skills? What are the possible faulty assumptions of listening?
- Q5. Discuss the role of emphatic listening in communication? What are various barriers to listening?

Subsection-3

- Q6. What are different functions and formats of business letters?
- Q7. Discuss in detail various types of reports? Explain progress report and committee report?

Subsection-4

- Q8. What are the basic methods of a group communication? What are guidelines for a public speaking?
- Q9. What is purpose of a presentation? What are 4 P's of presentation?

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