

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches) / (BRDM / Bachelor in Service Industry Management (SIM)) (2014 Batch) (Sem.-2)

BUSINESS COMMUNICATION – II

Subject Code : BBA-205

Paper ID : [C0244]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
- 2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.**
- 4. Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

- a) Empathic listening
- b) Routine report vs. Special report
- c) Seminar vs. conference
- d) Proof reading
- e) Telephonic interview
- f) Panel interview
- g) Group dynamics
- h) Layout of sales letter
- i) Structure of a report
- j) Art of public speaking

SECTION-B

UNIT-I

2. What is the purpose of reading? Discuss the factors that lead to effective reading.
3. Describe the various reading tactics and strategies in detail.

UNIT-II

4. Discuss various barriers in effective listening. How can they be overcome?
5. Define listening. Discuss the importance of listening.

UNIT-III

6. What are the different kinds of business letters? Discuss the considerations while writing a business letter.
7. What is a resume? What are the guidelines for writing a good resume?

UNIT-IV

8. How presentation can be made effective? Discuss the four Ps of presentation.
9. Discuss various methods of group communication in detail.