

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

### BBA (2012 & Onwards Batches)

**Bachelor in Service Industry Management / BRDM (2014 & Onwards)**

**(Sem.-2)**

**BUSINESS COMMUNICATION-II**

**Subject Code : BBA-205**

**Paper ID : [C0244]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
- 2. SECTIONS-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. What are various guidelines for group discussion?
- b. What is art of public speaking?
- c. How is “reading” an art?
- d. Name a few activities which can help in improving the listening skills.
- e. How can one project positive image in an interview?
- f. Define Resume.
- g. Conversation is a form of Communication. Explain.
- h. What is précis making?
- i. Name the four P’s of Presentation.
- j. Differentiate between Bad news and Good news letter.

## **SECTION-B**

### **UNIT-I**

2. Discuss the various effective reading habits.
3. Discuss the process of recognition of thought patterns in reading selections.

### **UNIT-II**

4. Discuss the various components of effective listening.
5. Explain in detail the various activities to improve listening.

### **UNIT-III**

6. Draft a notice for the workers, informing them the change in timings of the Organisation.
7. Discuss the requisites of a good resume.

### **UNIT-IV**

8. Explain various types of Group communication.
9. Discuss the structuring, rehearsing and delivery methods of presentations.