

Roll No.

Total No. of Questions: 09
BBA/BRDM/Bachelor in Service Industry Management(SIM) (Sem. 2)
BUSINESS COMMUNICATION-II
Subject Code: BBA-205
Paper ID: C-0244

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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 TEN marks.

SECTION A

1. Define the concepts
 - a. Digital Communication
 - b. inference
 - c. Opinions
 - d. Effective listening
 - e. Memorandum
 - f. Notice
 - g. Drafting
 - h. Precis
 - i. Extempore
 - j. Symposia

SECTION B

Subsection 1

2. What is communication process? What are the differences between one way and two way communication?

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3. How would one go about differentiating facts from opinions? What is yellow journalism?

Subsection 2

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

Subsection 3

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

Subsection 4

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

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