

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 09

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

BUSINESS COMMUNICATION–II

M Code: 10548

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. **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 have to attempt any **ONE** question from each Sub-section.

SECTION A

1. a) What do you mean by effective reading?
b) What do you mean by interpreting visuals?
c) What do you mean by listening skills?
d) What is précis making?
e) What is the difference between notices and advertisements?
f) What is an interpretative report?
g) Define symposia?
h) What is GD?
i) What do you mean by conversation as communication?
j) What is an effective presentation?

SECTION B

UNIT I

2. Suggest ways to recognize a broad range of thought patterns in reading selections.
3. Identify the factors which affect reading habits. How effective reading can be developed?

UNIT II

4. What is the purpose of listening? Discuss the principles and barriers to listening.
5. Discuss in detail various activities to improve listening.

UNIT III

6. Write a detailed note on effective resume writing.
7. How writing skills can be developed? Explain.

UNIT IV

8. What is an effective presentation? Discuss its structure rehearsing and delivery methods.
9. Write a detailed note on preparation techniques for successful interviews.