

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards)
(Sem.-2)

BUSINESS COMMUNICATION-II

Subject Code : BBA-205

M.Code : 10548

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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. Explain/Elaborate/Define the concepts :

- a) What is difference between fact and opinion?
- b) What are the differences between one way and two way communication?
- c) Differentiate between verbal and non-verbal communication.
- d) Minutes of a meeting
- e) What are the essentials of a credit letter?
- f) Differentiate between advice and counseling.
- g) What is formal communication?
- h) Grapevine
- i) Digital communication
- j) Selective listening

SECTION-B

UNIT-I

2. What is the purpose of reading? Discuss factors affecting reading.
3. How would one go about differentiating facts from opinions? What is yellow journalism?

UNIT-II

4. What are different strategies to improve listening skills?
5. Discuss the role of listening in communication. Discuss barriers to listening.

UNIT-III

6. Compare and contrast different types of business letters.
7. Discuss in detail the requirement and use of report writing.

UNIT-IV

8. What is the basic structure of a group discussion? What are broad guidelines for a good group discussion?
9. What is purpose of an interview? How would one project a positive image in an interview?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.