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(20516)

Roll No.

(2)

BBA-II Sem.

18044

B. B. A. Examination, May 2016

Business Communication

(BBA-202)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. "Communication is the key to successive managers." Explain it.

2. What do you understand by interview ?
3. What is meant by culture ?
4. Explain the informal communication.
5. What do you know about the barriers to communication ?

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. What are the barriers to effective listening ?
7. Write a favourable letter for sanction of loan.
8. What is meant by mock interview ? Explain the various steps of mock interview.

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Section-C

(Detailed Answer Questions)

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. Define business communication and discuss its importance for manager.
10. What do you understand by presentation ? Explain the individual and group presentation.
11. What do you understand by Resume ? Explain the main points of resume.
12. What forms of communication are being used in the modern business world ? Discuss their advantages.
13. Explain the role of international communication in global market.