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(20518)

Roll No.....

BBA-II Sem.

18044

B.B.A. Examination, May- 2018

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)**

**Note :** Attempt all the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

P.T.O.

1. "One of the major objectives of business communication is information." Elaborate the kinds of information for planning.
2. Explain the process of communication.
3. Explain in brief 7 'C' of effective communication.
4. Explain the language barriers.
5. Write a short note on uses of internet.

**Section - B**

**(Short Answer Questions)**

**Note :** This section contains **three** questions, attempt any **two** questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

7½×2=15

6. What do you mean by communication? Explain two important models of communication.

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7. Describe in short the various steps involved in developing effective listening skills.
8. What do you mean by visual sign language? Explain the merits of visual sign language.

### **Section - C**

#### **(Detailed Answer Questions)**

**Note :** Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail.

9. Write an essay on the reform in communication by Self-Development.
10. Explain the planning process of an interview and discuss the various elements involved in planning a meeting.
11. Write a job application to seek employment.

12. Write an essay on International communication at adapting to global business.
13. Explain the issues in detail related to communication with electronic technology.