

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 3

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B.B.A. IInd Semester Examination, May-2019

BUSINESS COMMUNICATION

(BBA-202)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3×5=15

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

1. Explain the terms encoding and decoding as they used in describing the process of communication.
2. Explain advantages of formal communication in brief.

3. What is Order Letter ?
4. What is Oral Presentation ?
5. What do you mean by Video Conferencing ?

Section-B

(Short Answer Type Questions) $7\frac{1}{2} \times 2 = 15$

Note :- This section contains three questions. Attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words.

6. Explain Communist Communication Theory.
7. Distinguish between Formal and Informal Communication.
8. What is Seminar ? How a seminar conducted ?

Section-C

(Long Answer Type Questions) 15×3=15

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

9. What do you mean by Communication Process ? Explain main models of communication.

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(1)

Turn Over

NA-579

(2)

10. Explain the meaning of Grapevine Communication and describe its characteristics and types.
11. Explain the difference between Enquiry Quotation and Order Letters.
12. "Para-language is closest to non-verbal communication." Explain it.
13. Information and information technology are the new 'divers of this age. Explain.