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(20524)

BBA -II Sem.

(Printed Pages 4)
Roll No.

18081

B.B.A. Examination, May-2024

BUSINESS COMMUNICATION

(BBA-202)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

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

1. Is communication a process? Give reasons.

P.T.O.

2. How is self development possible?
3. Give the format of a memorandum
4. What do you mean by video-conferencing
5. What is 'Para Language'?

Section-B

Note : This section contain three questions.

Attempt any **two** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Distinguish between formal and informal communication.
7. What do you understand by SWOT analysis?
8. What is seminar? How can a seminar be arranged?

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Section-C

(Long Answer Type Questions)

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

9. What do you understand by Graphevine? Discuss its types. What is its importance in an organisation?
10. "Communication is necessary to business as the blood stream to a person". Elucidate this statement.
11. What are the essentials of effective business letters? Draft a quotation letter.
12. What is meant by 'Oral presentation'? Discuss the factors affecting oral presentation.

13. "Information and information Technology are the new drivers of modern age". Explain this statement in the light of International communication.