

18081

B.B.A. Examination, May-2025

BUSINESS COMMUNICATION

(BBA-202)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Answer all the **five** questions. Each question carries **3** marks. $5 \times 3 = 15$

1. What is effective communication?
2. What is email?
3. What is Para language?

P.T.O.

4. What is simplified format of a letter?
5. What is written communication?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7.5** marks.

$2 \times 7.5 = 15$

6. Give the characteristics of oral presentation.
7. What do you understand by SWOT analysis?
8. What do you mean by visual sign language? Explain the merits of visual sign language.

18081/2

Section-C

(Detailed Answer Type Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks. $3 \times 15 = 45$

9. Discuss the various modern means of communication.
10. What is non-verbal communication. Discuss its various types.
11. Why is communication so important in a business organization?
12. What are Presentation? What are the qualities of a good presentation?
13. Discuss the various parts of business letters and memos?