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(20615) Roll No.

B.B.A. - II Sem.

18044

B.B.A. Examination, June 2015

Business Communication

(BBA-202)

(New)

Time : Three Hours] [Maximum Marks : 75

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

Section-A

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

1. Explain any two objectives of Communication.
2. Distinguish between Formal and Informal Communication.

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3. Explain the concept of Business letter.
4. Explain the concept of Para-language.
5. What do you mean by Internet?

Section-B

Note: Attempt any **two** questions out of the following **three** questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

6. Explain PRIDE mode of effective Communication.
7. Explain any four barriers of Communication.
8. Explain the forms of body language.

Section-C

Note: Attempt any **three** questions out of the following **5** questions. **Each** question carries **15** marks. Answer is required in detail.

9. What is business communication and also discuss the factors responsible for the grow-

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- ing importance of business communication in Modern time.
10. Explain the meaning of Grapevine Communication and describe its characteristics and types.
 11. What is effective listening? What are its main principles?
 12. What is a sales letter? What points should be kept in mind while writing it?
 13. How can International cultural communication be developed?