Roll No.

Total No. of Questions: 07]

[Total No. of Pages: 02

BBA (Sem. - 2nd)

BUSINESS COMMUNICATION - II

SUBJECT CODE: BB - 205

Paper ID: [C0211]

[Note: Please fill subject code and paper ID on OMR]

Time: 03 Hours

Maximum Marks: 60

Instruction to Candidates:

- 1) Section A is Compulsory.
- 2) Attempt any Four questions from Section B.

Section - A

Q1)

 $(10\times 2=20)$

- a) What is noise in communication?
- b) Distinguish between verbal and non verbal communication.
- c) What do we mean by a fax?
- d) Distinguish between an advertisement and notice.
- e) What is the importance of non verbal communication?
- f) What is the relevance of posture in communication?
- g) Distinguish between listening and hearing.
- h) Briefly explain how you will develop reading skills.
- i) What do we mean by extempore speaking?
- j) Is feedback important in business communication? Why?

Section - B

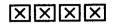
 $(4 \times 10 = 40)$

- Q2) Discuss in detail the various barriers to effective communication.
- Q3) What are the essential heads of a CV?
- Q4) How would you write for a job application?

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P.T.O.

- Q5) What do we mean by a memorandum? Explain the different formats of memorandums.
- Q6) Discuss in detail the listening and speaking skills in communication.
- Q7) Describe the basic model of communication.



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