

Roll No.

Total No. of Questions: 07]

[Total No. of Pages: 01

BBA (Sem. – 2nd)
BUSINESS COMMUNICATION - II
SUBJECT CODE: BB - 205
Paper ID: [C0211]

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 × 2 = 20)**

- a) Define Business Communication.
- b) What do we mean by non-verbal communication?
- c) What is a memo?
- d) What is an interview?
- e) Distinguish between listening and hearing.
- f) What is a précis?
- g) What is a notice?
- h) What is an extempore?
- i) How is a group discussion different from an interview?
- j) Is Verbal communication more important than non-verbal communication? Why?

Section - B

(4 × 10 = 40)

- Q2)** Explain the communication model in detail.
- Q3)** What are the barriers to communication? Which do you think is the most important?
- Q4)** Explain the various inter-office communications? Which one is the most important?
- Q5)** Elucidate the rules of paragraph writing with examples.
- Q6)** How would you draft an advertisement?
- Q7)** What are the most important speaking skills in communication?

