

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-2<sup>nd</sup>)

**BUSINESS COMMUNICATION-II**

Subject Code : BB-205

Paper ID : [C0211]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

1. Write briefly :

- (a) What is the importance of business communication?
- (b) What do we mean by non-verbal communication?
- (c) What is a fax?
- (d) Explain a memo in brief.
- (e) What is a précis?
- (f) Explain the need of an extempore speaking.
- (g) What is a sales letter?
- (h) What is the usefulness of an interview?
- (i) Distinguish between listening and hearing.
- (j) Who is an agent?

## SECTION-B

2. Explain the concept of effective business communication in detail. Illustrate using the basic model of communication.
3. How is inter-office communication different from external party communication ? Give examples.
4. How do you write a job application?
5. Explain how you would draft an advertisement notice.
6. Can a person develop reading, speaking and listening skills? Explain.
7. What are the major barriers to communication?