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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-2) (2012 Batch)
BUSINESS COMMUNICATION-II
Subject Code : BBA-205
Paper ID : [C0244]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Subsections : **UNITS-I, II, III & IV**. Each Subsection contains **TWO** questions each carrying **TEN** marks each and student has to attempt any **ONE** question from each Subsection.

SECTION-A**I. Write briefly :**

- a. What is the effect of reading on learning?
- b. What are opinions?
- c. How is "Listening" an art?
- d. Name a few activities which can help in improving the listening skills?
- e. Differentiate between Paragraph and Essay.
- f. How is an e-mail better than writing a letter?
- g. *Conversation is a form of Communication.* Explain.
- h. What is art of Public speaking?
- i. Name the four P's of Presentation.
- j. How can one project positive image in an interview?

SECTION-B

UNIT-I

2. Discuss the various reading tactics and strategies in detail.

OR

3. Discuss the main purpose and factors affecting reading.

UNIT-II

4. How are listening skills developed? Discuss the factors affecting listening.

OR

5. Explain in detail the process of listening. Also give in brief the various barriers to listening.

UNIT-III

6. Draft an advertisement for sale of your old scooter.

OR

7. Discuss the structure and various types of reports.

UNIT-IV

8. Explain the various advantages and disadvantages of developing speaking skills.

OR

9. Discuss in detail the nature, uses and importance of Group discussion.