

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**Bachelor in Service Industry Management (2014 Batch)
BBA (2012 & Onwards Batches) / BRDM (2014 Batch)
(Sem.-2)**

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** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write short notes on the following :

1. Role of visual perception in reading
 2. Factors affecting reading
 3. Purpose of listening
 4. Components of listening
 5. Need of coherence in writing
 6. Significance of report writing
 7. Importance of group discussion
 8. Four P's of presentation
 9. Eye reading
 10. Listening vs. hearing
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SECTION-B

UNIT-I

2. Discuss the process and purposes of reading.
3. Discuss in detail the various methods of reading.

UNIT-II

4. *“Listen not only with your ears but also with your eyes”*. Discuss.
5. Explain the process of listening.

UNIT-III

6. What is a Memorandum? What is the significance of a memorandum in business transaction?
7. The Manager of a company has asked you to replace 20 PC'S he bought last week. Draft a suitable reply, refusing replacement but suggesting an alternative which you think will satisfy him.

UNIT-IV

8. What are the important guidelines for effective group discussion?
9. What are the characteristics of effective meeting?