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Total No. of Pages : 02

Total No. of Questions : 09

Bachelor in Service Industry Management (SIM) (2014 & Onwards)
BRDM (2014 & Onwards)

BBA (2012 & Onwards Batches)
(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. **SECTION-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**Q1. Write briefly :**

- a. What do you mean by recognizing facts?
- b. What do you mean by training the mind?
- c. List four important qualities of a listener.
- d. Communication begins with listening. Explain.
- e. What is the importance of précis writing?
- f. Distinguish between a classified and display advertisement.
- g. Discuss the formats of report writing.
- h. Distinguish between seminars and symposia.
- i. What do you mean by frequently asked questions?
- j. Explain as to how listening can be improved.

SECTION-B

UNIT-I

- Q2. Developing effective reading habits is very important for effective communication. Explain.
- Q3. Write a note on recognizing a broad range of thought patterns in reading selections.

UNIT-II

- Q4. Listening is a key ingredient of effective communication. Explain in detail.
- Q5. Discuss in detail the various types of listening.

UNIT-III

- Q6. Write a letter accepting an offer of agency for ceiling fans.
- Q7. What are the important guidelines for writing a good resume?

UNIT-IV

- Q8. Explain the art of public speaking and highlight its advantages.
- Q9. Explain the importance of Group Discussion and discuss the various guidelines for Group Discussion.