

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**Bachelor in Service Industry Management (SIM) (2014 & Onwards)
BBA (2012 & Onwards Batches) / BRDM (2014 & Onwards)
(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 briefly :

1. Define communication
2. Purpose of reading
3. Reading strategies
4. Importance of listening
5. Process of listening
6. Role of planning in writing
7. Paragraph structure
8. Art of public speaking
9. Listening vs. Hearing
10. Role of Drafting in writing

SECTION-B

UNIT-I

2. Discuss strategies of effective reading. How do visual regression and visual wandering affect reading.
3. Explain SQ3R technique of reading.

UNIT-II

4. What are effective listening skills and their advantages? Also highlight the importance of feedback skills.
5. What role does body language play in making listening effective?

UNIT-III

6. Discuss the format of formal report.
7. What is a personal resume? What is its significance in business writing?

UNIT-IV

8. Elaborate the role and advantages of audio visual aids in oral presentation.
9. What are the various purposes for which a group discussion is held? List some of its advantages and disadvantages.