

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards)  
(Sem.-2)**

**BUSINESS COMMUNICATION-II**

**Subject Code : BBA-205**

**M.Code : 10548**

**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**

**1. Explain/Elaborate/Define the concepts :**

- a) What is difference between fact and opinion?
- b) What are the differences between one way and two way communication?
- c) Differentiate between verbal and non-verbal communication.
- d) Minutes of a meeting
- e) What are the essentials of a credit letter?
- f) Differentiate between advice and counseling.
- g) What is formal communication?
- h) Grapevine
- i) Digital communication
- j) Selective listening

## SECTION-B

### UNIT-I

2. What is the purpose of reading? Discuss factors affecting reading.
3. How would one go about differentiating facts from opinions? What is yellow journalism?

### UNIT-II

4. What are different strategies to improve listening skills?
5. Discuss the role of listening in communication. Discuss barriers to listening.

### UNIT-III

6. Compare and contrast different types of business letters.
7. Discuss in detail the requirement and use of report writing.

### UNIT-IV

8. What is the basic structure of a group discussion? What are broad guidelines for a good group discussion?
9. What is purpose of an interview? How would one project a positive image in an interview?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**