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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (Business Economics) (Sem.-2)**BUSINESS COMMUNICATION –II****Subject Code : BBE-205****M.Code : 72772****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS 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. Answer briefly :**

- a. Barriers in communication
- b. Types of meetings
- c. Grapevine
- d. Oral reports
- e. Principles of listening
- f. Sales letter
- g. Inter office memorandums
- h. Paragraph writing
- i. Public speaking
- j. Visual aids

SECTION-B

UNIT-I

2. What are the outcomes of reading? How do you know from the outcomes that you are following the right methodology of reading?
3. Discuss in detail the reading strategies.

UNIT-II

4. Why is listening important? Explain the process of listening.
5. Is there any difference between hearing and listening? What are the different types of listening?

UNIT-III

6. What is Business Letter? Explain functions of a Business Letter.
7. Write an application letter for the post of a Project leader in Super Software Pvt. Ltd. along with resume.

UNIT-IV

8. What are the possible objectives to use group discussions in communications? State the guidelines for conducting an effective GD.
9. Using illustrations explain the impact of various types of body language in a presentation.

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.