

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-2) (2012 Batch)
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 Subsections : UNITS-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.

SECTION-A**I. Write briefly :**

- a. What is the effect of reading on learning?
- b. What are opinions?
- c. How is "Listening" an art?
- d. Name a few activities which can help in improving the listening skills?
- e. Differentiate between Paragraph and Essay.
- f. How is an e-mail better than writing a letter?
- g. *Conversation is a form of Communication.* Explain.
- h. What is art of Public speaking?
- i. Name the four P's of Presentation.
- j. How can one project positive image in an interview?

SECTION-B**UNIT-I**

2. Discuss the various reading tactics and strategies.

OR

3. Discuss the main purpose and factors affecting listening.

UNIT-II

4. How are listening skills developed? Discuss the factors.

OR

5. Explain in detail the process of listening. Also mention the barriers to listening.

UNIT-III

6. Draft an advertisement for sale of your old scooter.

OR

7. Discuss the structure and various types of reports.

UNIT-IV

8. Explain the various advantages and disadvantages of group discussion skills.

OR

9. Discuss in detail the nature, uses and importance of public speaking.

