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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017)/BRDM/B.SIM (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) Attempt the following questions :**

- a) What is the role of visual perception in reading?
- b) What is the purpose of reading?
- c) How listening is an art of communication?
- d) What do you understand by listening skills?
- e) Define the term memorandum.
- f) How sales letter is different from order letter?
- g) What is précis making?
- h) How we can project a positive image during an interview?
- i) Distinguish between seminar and symposia.
- j) Describe the 4 P's of presentation.

SECTIONS-B

UNIT-I

- 2) Discuss in detail the process of reading. Also explain the various tactics used in reading for business communication.
- 3) How to develop and use reading habits for effective business communication?

UNIT-II

- 4) *“Listen not only with your ears but also with your eyes.”* Comment upon the statement.
- 5) What are the barriers of listening? How we can improve listening from these barriers?

UNIT-III

- 6) What is the importance of ‘Resume’ in job seeking? Describe the guidelines for writing a good resume.
- 7) Write a letter placing order for the supply of 10 washing machines.

UNIT-IV

- 8) What are the characteristics of effective meeting?
- 9) What are the various reasons for which group discussion is held? Also, explain its advantages and disadvantages.