

12. Write an essay on International communication at adapting to global business.

13. Explain the issues in detail related to communication with electronic technology.

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(Printed Pages 4)

(20518) Roll No.....

BBA-II Sem.

18044

B.B.A. Examination, May- 2018

Business Communication

(BBA-202)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section - A

(Very Short Answer Questions)

Note : Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

P.T.O.

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1. "One of the major objectives of business communication is information." Elaborate the kinds of information for planning.
2. Explain the process of communication.
3. Explain in brief 7 'C' of effective communication.
4. Explain the language barriers.
5. Write a short note on uses of internet.

Section - B

(Short Answer Questions)

Note : This section contains **three** questions, attempt any **two** questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words.

$$7\frac{1}{2} \times 2 = 15$$

6. What do you mean by communication? Explain two important models of communication.

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7. Describe in short the various steps involved in developing effective listening skills.
8. What do you mean by visual sign language? Explain the merits of visual sign language.

Section - C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail.

9. Write an essay on the reform in communication by Self-Development.
10. Explain the planning process of an interview and discuss the various elements involved in planning a meeting.
11. Write a job application to seek employment.

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13. What is meant by survey? Describe the process of conducting survey.

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B.B.A.-II Sem.

Roll No.

18044

B. B. A. Examination, May 2017

BUSINESS COMMUNICATION

(BBA-202)

(New)

Time : Three Hours [Maximum Marks : 75]

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the five questions of this Section.

Each question carries 3 marks. Very short answer

is required not exceeding 75 words. $3 \times 5 = 15$

1. What is business communication?

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2. What is communication process?
3. The important types of business letter.
4. What is non-verbal communication?
5. What do you understand by internet?

Section-B

(Short Answer Questions)

This Section contains three questions, attempt any two questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Discuss the importance of effective communication.
7. What is meant by an interview?
8. Explain the objectives of seminars.

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Section-C

(Detailed Answer Questions)

This Section contains five questions, attempt any three questions. Each question carries 15 marks.

Answer is required in detail. $15 \times 3 = 45$

9. What do you understand by grapevine? Discuss its types and characteristics.
10. What do you understand by formal and informal communication? Explain advantages and disadvantages of informal communication.
11. What is meant by 'culture'? How does cultural consciousness effect business communication?
12. Discuss the main barriers to communication. How will you remove them?

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Roll No.

Total Questions : 13]

[Printed Pages : 3

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B.B.A. IInd Semester Examination, May-2019

BUSINESS COMMUNICATION

(BBA-202)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3×5=15

Note :- Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding **75** words.

1. Explain the terms encoding and decoding as they used in describing the process of communication.
2. Explain advantages of formal communication in brief.

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(1)

Turn Over

3. What is Order Letter ?
4. What is Oral Presentation ?
5. What do you mean by Video Conferencing ?

Section-B

(Short Answer Type Questions) $7\frac{1}{2} \times 2 = 15$

Note :- This section contains three questions. Attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding **200** words.

6. Explain Communist Communication Theory.
7. Distinguish between Formal and Informal Communication.
8. What is Seminar ? How a seminar conducted ?

Section-C

(Long Answer Type Questions) $15 \times 3 = 15$

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

9. What do you mean by Communication Process ? Explain main models of communication.

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10. Explain the meaning of Grapevine Communication and describe its characteristics and types.
11. Explain the difference between Enquiry Quotation and Order Letters.
12. "Para-language is closest to non-verbal communication." Explain it.
13. Information and information technology are the new 'divers of this age. Explain.

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Roll No.

BBA-II Sem.

18044

B. B. A. Examination, May 2016

Business Communication

(BBA-202)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding

75 words.

3×5=15

1. "Communication is the key to successive managers."

Explain it.

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2. What do you understand by interview ?
3. What is meant by culture ?
4. Explain the informal communication.
5. What do you know about the barriers to communication ?

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. What are the barriers to effective listening ?
7. Write a favourable letter for sanction of loan.
8. What is meant by mock interview ? Explain the various steps of mock interview.

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Section-C

(Detailed Answer Questions)

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. Define business communication and discuss its importance for manager.
10. What do you understand by presentation ? Explain the individual and group presentation.
11. What do you understand by Resume ? Explain the main points of resume.
12. What forms of communication are being used in the modern business world ? Discuss their advantages.
13. Explain the role of international communication in global market.

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