

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

Paper ID [BB205]

(Please fill this Paper ID in OMR Sheet)

BBA (Sem. - 2nd)

BUSINESS COMMUNICATION - II (BB - 205)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define communication.
- b) What are the peculiar characteristics of a business letter?
- c) Point out at least four basic differences between a traditional letter and an e - mail.
- d) Change into passive form :
 - (i) Let's talk some sense
 - (ii) They knew the magistrate.
- e) Give the meaning of '**to gain ground**' and use it in a suitable sentence.
- f) Name the essential columns of an advertisement for 'Situation Vacant'.
- g) Which points will you prefer to highlight in your CV for the post of PRO in an advertising company?
- h) What do you understand by N.V.C.?
- i) You have been asked to deliver an extempore speech on 'How To Improve The Functioning of Your Company'. Quickly jot down some points for the speech.
- j) Public Speaking is an art. How can one develop this art?

R-423 [2058]

P.T.O.

Section - B

(4 × 10 = 40)

- Q2) Prepare an application for the post of a Marketing Executive. Attach your bio-data with the application. You are Prashant, a resident of South Extension, New Delhi.
- Q3) Your supplier has delivered you poor quality goods and that too, long after the due date. As he is neither owning responsibility nor responding to your repeated communications, send him a notice to replace the goods and ask for compensation for the delay.
- Q4) As the GM, you are going to address the Annual General Body Meeting of your garment manufacturing company. Draft your speech.
- Q5) Effective communication leads to success. Comment.
- Q6) Make a précis of the following passage :

It is possible to score goals and lose the game. It is possible to win battles and lose the campaign. It is possible to make money and miss a fortune. The short-sighted man suffers, no matter where he is found; he may see some things with excessive clarity, but he fails to get the true perspective which will enable him to arrive at wise conclusions. He gains one thing, but he loses something better.

This is a very common error. The student makes it when he forgets the life-goal in thinking of the medal or scholarship. The businessman misses his way when he chooses a present gain and forfeits ten times as much in the future. The youth makes such a mistake when he marries good looks, and forgets the character which will be necessary to command his respect for years to come.

Man was made to think, and unless he uses his brain he will stumble into no end of unseen problems. There is a future, and it cannot be evaded; and when it is reached it cannot be changed, for we are deciding what it shall be. We are our own destiny-makers, it is well to face the future with care and caution.

- Q7) (a) Prepare an advertisement of a new mobile hand-set.
- (b) Draft a memorandum for your subordinates directing them to be more efficient in their working.

