

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

**BBA (Sem. - 2<sup>nd</sup>)**  
**BUSINESS COMMUNICATION - II**  
**SUBJECT CODE : BB - 205**  
**Paper ID : [C0211]**

[Note : Please fill subject code and paper ID on OMR]

**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) Draw the basic model of communication.
- b) What is the difference between listening and hearing?
- c) Define Effective Business Communication?
- d) What is Memorandum?
- e) What is non verbal communication?
- f) What is the purpose of an advertisement? Name the types of advertisements.
- g) Why is a group discussion important for selection process?
- h) What is the difference between fax and e mail?
- i) What is the role of barriers to communication?
- j) How does extempore speech differ from declamation?

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**P.T.O.**

**Section - B**

**(4 × 10 = 40)**

- Q2)** What is group discussion? Describe briefly the points one should bear in mind for effective participation in a group discussion?
- Q3)** How can we remove the barriers to communication? Discuss.
- Q4)** Write a letter to the sales manager of Reed Computers placing an order for 30 computers in your organization. You are the purchase manager of your Firm called Java Inc Electronics.
- Q5)** You are Anil Kumar Draft a CV to be sent with your application for the post of a Marketing Head of a Firm that manufactures Cycle parts.
- Q6)** Discuss the reasons because of which a qualified candidate may not be successful at an interview.
- Q7)** As a secretary of the staff of your organization write a short notice giving the agenda of the first business meeting of the general body, being convened to elect office bearers. The notice should contain the date, time and venue of the elections. The date of submitting nomination papers and withdrawal should also be written.

