

Roll No.

Total No. of Questions : 07]

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BBA (Sem. - 2nd)
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) Differentiate between listening and hearing.
- b) What do you mean by Facsimile?
- c) What is E-mail?
- d) Write a paragraph on Qualities of a good leader.
- e) What are inter office memos and why are they used?
- f) Write a note on business communication.
- g) Change into passive voice
 - (i) His colleagues started to respect Jim.
 - (ii) People are destroying large areas of forest every day.
- h) How are business letters different from personal letters?
- i) Write a note on advertisement.
- j) What is the role of barriers to communication?

Section - B

(4 × 10 = 40)

- Q2) What are the main barriers to effective communication? How can we overcome them?
- Q3) What do you mean by Non-verbal communication? Discuss its various types.
- Q4) What are the essentials of classified advertisement? Write classified advertisement for the post of electronics engineer.
- Q5) Write an application accompanied by a resume for the post of Manager of a five star hotel.
- Q6) Write notes on the following:
- (a) Communication process
 - (b) Different types of reading
- Q7) Write a précis of the following passage in about one third of its length and suggest a suitable title.

Corruption in India has increased spectacularly and astronomically during the last thirty years. There is hardly any department or segment of life where it is not found. It has spread like an epidemic and is eating into vitals of the country. According to the Transparently International (a Berlin based organization) India is one the ten most corrupt countries in the world. The spread of corruption which has dehumanized the whole society and eroded the moral values, is gradually leading the country to degradation. It is a matter of great concern to all those Indians who are keen to fight this menace and save the country. Whatever its causes, corruption has serious effects on the system. It breeds injustices and discriminates against the poor. Moreover corruption demoralizes common men and erodes public trust in government. It pulls down national image in the international setup. In brief, it sounds a death knell to civil society.

