

MAY 2013

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-2) (2012 Batch)
BUSINESS COMMUNICATION-II
 Subject Code : BBA-205
 Paper ID : [C0244]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTIONS-B consists of FOUR Subsections : UNITS-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.

SECTION-A**I. Write briefly :**

- What is the effect of reading on learning?
- What are opinions?
- How is "Listening" an art?
- Name a few activities which can help in improving the listening skills?
- Differentiate between Paragraph and Essay.
- How is an e-mail better than writing a letter?
- Conversation is a form of Communication.* Explain.
- What is art of Public speaking?
- Name the four P's of Presentation.
- How can one project positive image in an interview?

SECTION-B**UNIT-I**

- Discuss the various reading tactics and strategies in detail.

OR

- Discuss the main purpose and factors affecting reading.

UNIT-II

- How are listening skills developed? Discuss the factors affecting listening.

OR

- Explain in detail the process of listening. Also give in brief the various barriers to listening.

UNIT-III

- Draft an advertisement for sale of your old scooter.

OR

- Discuss the structure and various types of reports.

UNIT-IV

- Explain the various advantages and disadvantages of developing speaking skills.

OR

- Discuss in detail the nature, uses and importance of Group discussion.