

Roll No. ....

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

**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 Business Communication.
- b) What do we mean by non-verbal communication?
- c) What is a memo?
- d) What is an interview?
- e) Distinguish between listening and hearing.
- f) What is a précis?
- g) What is a notice?
- h) What is an extempore?
- i) How is a group discussion different from an interview?
- j) Is Verbal communication more important than non-verbal communication? Why?

**Section - B****(4 × 10 = 40)**

- Q2)** Explain the communication model in detail.
- Q3)** What are the barriers to communication? Which do you think is the most important?
- Q4)** Explain the various inter-office communications? Which one is the most important?
- Q5)** Elucidate the rules of paragraph writing with examples.
- Q6)** How would you draft an advertisement?
- Q7)** What are the most important speaking skills in communication?

