

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) What is **noise** in communication?
- b) Distinguish between verbal and non verbal communication.
- c) What do we mean by a fax?
- d) Distinguish between an advertisement and notice.
- e) What is the importance of non verbal communication?
- f) What is the relevance of posture in communication?
- g) Distinguish between listening and hearing.
- h) Briefly explain how you will develop reading skills.
- i) What do we mean by extempore speaking?
- j) Is feedback important in business communication? Why?

Section - B

(4 × 10 = 40)

Q2) Discuss in detail the various barriers to effective communication.

Q3) What are the essential heads of a CV?

Q4) How would you write for a job application?

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- Q5) What do we mean by a memorandum? Explain the different formats of memorandums.
- Q6) Discuss in detail the listening and speaking skills in communication.
- Q7) Describe the basic model of communication.

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