

A  
(20622)  
BBA-II Sem.

(Printed Pages 3)  
Roll No.

**18081**

**BBA Examination, June-2022**

**BUSINESS COMMUNICATION**

**(BBA-202)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt **all** questions.

1. What is business communication? 3
2. What is culture? 3
3. What do you understand by Internet? 3
4. What is meant by agenda of meeting? 3
5. What is meant by para language? 3

**P.T.O.**

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions.

6. Explain the principles of effective communication. 7.5
7. What is a business letter? Elaborate the essentials of a business letter. 7.5
8. What is effective listening? What are the barriers of it? 7.5

**Section-C**

**(Detailed Answer Questions)**

**Note :** Attempt any **three** questions.

9. What are the different types of communication? Explain the model and process of business communication. 15
10. Communication is the lifeblood of any organization. Discuss the strategies of making communication effective highlight the role of internal communication. 15

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11. What do you understand by presentation? Explain individual and group presentation. 15

12. What forms of communication are being used in the modern world? Discuss their advantages and disadvantages. 15

13. Write notes on the following: 5x3

(a) Grapevine and network grapevine communication

(b) Principles of oral presentation.

(c) Importance of business letters in Banking and insurance companies.