

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SECOND SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-110

Subject: Business Communication

BBA(B&J)-110 (Batch 2017 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain how can you improve command over spoken and written English? Will effective listening accentuate this learning? (15)
- Q2 Explain various types of communication and its flow in the organization. (15)
- Q3 Differentiate between Etic and Emic approaches to understand different cultures? Which approach according to you is best to communicate effectively? (15)
- Q4 How can presentation be made effective? How a presenter can control boredom during presentation? Should videos be used as part of presentations? Justify. (15)
- Q5 You are applying for the job of Manager Marketing in an organization. Write your resume and application letter for the same. (15)
- Q6 Explain the functions and layout of various types of letters. (15)
- Q7 Differentiate between Circulars, Office Memorandums, and Office Orders while explaining purpose, format, language and tenses used for each of them. (15)
- Q8 Explain the role of technology as a boon and bane for communication. (15)