

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards)

(Sem.-2)

BUSINESS COMMUNICATION-II

Subject Code : BBA-205

M.Code : 10548

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Attempt the following questions :

- a. Define Interoffice Memorandum.
- b. What is a Descriptive Report?
- c. Discuss briefly the models of reading.
- d. What is the need of good writing skills?
- e. What are the essentials of an Email?
- f. Discuss the structure of an effective sales letter.
- g. Discuss the Importance of good resume.
- h. State the usefulness of business letter.
- i. What are Circular letters?
- j. What are FAQs?

SECTION-B

UNIT-I

2. What is the purpose of effective reading? What are the various ways of acquiring Reading skills?
3. What are the various reading strategies? What is meant by training eye and training mind?

UNIT-II

4. Explain the need and importance of listening in communication. State the barriers to listening and ways to overcome the barriers.
5. For effective communication, listening is more important than reading. Explain. Give the importance effective listening.

UNIT-III

6.
 - a. Discuss in detail the structure of a technical report.
 - b. Differentiate between request letter and order letter.
7. What is the importance of a good resume? Discuss the important elements and layout for a good resume.

UNIT-IV

8. What is Group Communication? What is the importance of meeting preparations and making minutes of meeting?
9. How can presentation be made effective? Give the importance of structuring, rehearsing and delivering an effective presentation.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.