

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017) (Sem.-2)
BUSINESS COMMUNICATION-II

Subject Code : BBA-205

M.Code : 10548

Date of Examination : 22-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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) Agenda vs minutes
 - b) Group Discussion
 - c) 4P's of presentation
 - d) Ambiguity avoidance
 - e) Good news letters
 - f) Frequently asked questions
 - g) Guidelines for good resume
 - h) Distinguish between seminars and symposia
 - i) Enlist the barriers to listening
 - j) Notice

SECTION-B

UNIT-I

2. Discuss the factors affecting reading skill. Explain some reading tactics and strategies for developing effective reading habits.
3. Explain some reading tactics and strategies for interpreting visuals and making inferences.

UNIT-II

4. What are different ways to improve listening skills? What are the possible faulty assumptions of listening?
5. What are various barriers to listening? Suggest some activities to improve listening skill.

UNIT-III

6. Write a letter to a firm for the payment of an outstanding bill.
7. Discuss in detail various types of reports? Explain progress report and committee report?

UNIT-IV

8. What do you understand by interviews? Explain different types of Interviews. Discuss the do's and don'ts while appearing for an interview.
9. What is Group Communication? Discuss in detail the purpose of preparing and holding meetings.

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.