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Total No. of Pages : 02

Total No. of Questions : 18

BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards)  
(Sem.-2)

**BUSINESS COMMUNICATIONS–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. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

Answer briefly :

1. What do you mean by reading skills?
2. What do you mean by training eye and training mind?
3. What is art of listening?
4. What is planning and drafting?
5. What are inter-office memorandums?
6. What is the difference between sales letters and request letters?
7. What is an informative report?
8. What is extempore?
9. What do you mean by ambiguity avoidance?
10. What is a conference?

## SECTION-B

### UNIT-I

11. Suggest ways to develop effective reading habits by discussing various reading tactics and strategies.
12. Identify the purpose of reading. What are the factors affecting reading while reading and interpreting visuals and making inferences?

### UNIT-II

13. Why is it important to develop art of listening? Discuss the factors affecting listening.
14. What are the components of effective listening? Explain the process of listening.

### UNIT-III

15. Discuss various ways to develop writing skills.
16. Write a detailed note on report writing by explaining its types and formats.

### UNIT-IV

17. What are 4P's of presentation? Discuss how presentations can be made effective?
18. Discuss in detail nature, uses and important guidelines for group discussion.

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.