

Roll No.....

BBA-202(N)

B.B.A. (Semester-II) Examination-2014

(New Course)

Paper: Second

Business Communication

Time: Three Hours] [Maximum Marks: 70

Note: Attempt all the five questions. All questions carry equal marks.

1. Define business communication. What is its importance in present day business scenario? How it is beneficial for executives?

Or

Define communication. Explain the principles of effective communication.

2. What do you understand by corporate communication? Define communication networks and function of communication networks.

Or

What is role of group discussion mock interviews and seminars in business communication?

BBA-202(N)-R-3200

3. Explain the contents of an effective business letter. Please frame a business letter for request of raw material from other organization.

Or

Frame a letter for Life Insurance Company after completion of insurance and asking for term insurance policy refund.

4. What are the factors affecting presentation? Explain effective presentation skills.

Or

What do you understand by listening effect? Explain the contents of resume writing.

5. Explain any four:

- (a) Cultural Sensitiveness
- (b) Presenting skill in International Situation
- (c) Group Presentation
- (d) Body Language
- (e) Modern forms of Communication