

Roll No.

BBA-202(N)

**B. B. A. (Second Semester)
EXAMINATION, May/June, 2015**

(New Course)

Paper Second

BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 70

Note : Section 'A' is compulsory carrying 3 marks each.

Attempt any *two* from Section 'B' and Section 'C'
each carrying 10 marks per question.

Section—A

(Short Answer Questions)

1. Attempt all questions with maximum 100 words.
 - (a) Define Business Communication.
 - (b) What is the importance of Written Communication ?
 - (c) Explain principles of Good Listening.
 - (d) Define importance of body language in business.Write short notes of the following :
 - (e) Mock Interview
 - (f) Grapevine
 - (g) Enquiries Letter

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- (h) Communication Barriers
- (i) Effective Presentation Tactics
- (j) Cultural sensitiveness

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* with limit of 300 words.

2. What is Business Letters ? Explain the structure or layout of Business Letter.
3. The main branch of Ananya Commercial Bank, Kerala has not paid ₹ 21,500 to the local Super Bazar for the supply of food materials to its canteen, in spite of fervent appeal. As Credit Manager of Super Bazar write a letter to the Bank Manager for collection
4. Define Communication. Explain the process and importance of Communication.
5. "There can be various Patterns of Communication within an Organization." Comment.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* with limit of 300 words.

6. Draft an application letter along with a resume for the post of Marketing Manager in Anand Hospital.
7. Define International Communication. Also discuss writing in International situations.
8. What are the principles of Business Correspondence ? Explain the significance of each by giving suitable examples.
9. Discuss group discussion, individual and group presentations.

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2,300