

Roll No.

BBA-202(N)

B. B. A. (Second Semester)
EXAMINATION, May, 2013

(New Course)

Paper Second

BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 70

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

1. Bring out meaning and objective of Business communication. What are basic principles of effective communication ?

Or

Explain forms, models and process of communication. Give suitable examples.

2. Differentiate between formal and informal communication and highlight merits and demerits of each type of communication.

Or

What are communication networks and what are major barriers in communication ?

3. Write a letter to your bank manager requesting him to provide you a loan of ₹ 10 lakh to purchase a machine.

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Or

Write a letter to your insurance company making a claim of ₹ 15 lakh to compensate losses of stock incurred in your business due to a recent fire.

4. What are basic requirements for making an effective presentation ? How can you use technological tools and audio-visual aids for your presentation ?

Or

Write resume of one of your friends who has passed MBA in Ist Division. Hypothetically assume his other qualifications and characteristics.

5. Write notes on any two of the following :
- (a) Effective Listening and speaking
 - (b) Cultural sensitiveness and cultural context
 - (c) Modern forms of communications