

Roll No. ....

## BBA-202(N)

### B. B. A. (Second Semester) EXAMINATION, May, 2012

(New Course)

Paper Second

#### BUSINESS COMMUNICATION

Time : Three Hours ]

[ Maximum Marks : 70

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

1. What is Communication and what is business Communication ? Explain verbal and non-verbal communication.

*Or*

Describe the process of Communication. What are the principles of effective communication ?

2. Differentiate between formal and informal communication. What are various communication networks ?

*Or*

Explain various types of barriers in Communication. Give example of each type of barrier.

3. What are the essential characteristics of business letter ? Describe various types of business letters.

P. T. O.

[ 2 ]

Or

Write a letter to your bank with a request to grant ₹ 5 lakh overdraft limit to your company.

4. What is the use of tables and graphs in oral and written presentations usually made in business ? Explain various types of tables and graphs.

Or

Write notes on the following :

- (a) Body language
  - (b) Para language
5. What is a resume ? Write an application seeking an appointment for a post and present a pro forma of resume to be attached with this application.

Or

Explain the following :

- (a) Internet Communication
- (b) International Communication