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Total No. of Printed Pages: [01]

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Business Administration BBA-MBA Integrated (Semester – 2nd)

BUSINESS COMMUNICATION-II

Subject Code: BMBAS1206

Paper ID: [20390112]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a. What are the contents in a resume?
- b. What are the different type of reports?
- c. What are the positive gestures in communication?
- d. What are the factors effecting reading?
- e. What are the barriers to listening?
- f. What is extempore?
- g. What is the difference between seminar and symposium?
- h. Write a short note on importance of group discussion.
- i. What is office memo?
- j. What are the essentials of a business letter?

Section – B

(5 marks each)

- Q2. What is meant by communication? When a communication is called business communication?
- Q3. Write an office order banning smoking in office premises.
- Q4. How to develop effective reading habits?
- Q5. Write a note on importance of body language and facial expressions in an interview.
- Q6. What is the difference between listening and hearing?

Section – C

(10 marks each)

- Q7. Listening is the key to an effective communication. Elaborate the statement.
- Q8. Write a letter to the Branch Manager of a nationalized bank seeking a loan for a small scale enterprises.
- Q9. What is the importance of presentation? Describe in detail the essentials for preparing an effective power point presentation.