

Paper Code : 21209

P-209

**B. B. A. (Second Semester)
EXAMINATION, 2017**

(New Course)

Paper No. BBA—(N)—202

BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *five* questions in all. Select *two* questions each from Sections A and B and any *one* question from Section C. All questions carry equal marks.

Section—A

1. What is "Communication" ? Explain its importance for any business entity. 2
2. Compare and contrast formal and informal communication. Give examples wherever required. 4
3. Explain the following :
 - (i) Grapevine Communication
 - (ii) Mock interview
 - (iii) Group discussion

4. What is a 'Seminar' ? Explain the relevance and objectives of a seminar.

Section—B

5. What is a business letter ? Describe the essentials of an effective business letter. 8
6. Write a letter to your bank manager asking for your quarterly bank statement and issuing a cheque book. Do not disclose your identity in the letter. 2
7. Discuss oral and non-verbal communication with suitable illustrations.
8. It is said that, "Careful listening is communication." Elucidate.

Section—C

9. Discuss various forms of international communication.
10. Write notes on the following :
 - (a) Body language
 - (b) Resume writing

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