

**Paper Code : 21209**

**F-209**

**B. B. A. (Second Semester)**

**EXAMINATION, 2018**

**(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. Explain the process of communication and give the key factors of effective communication.
2. What do you mean by formal and informal communication ? Distinguish between the two.
3. Explain the main barriers of communication. How do you overcome these barriers ?
4. Explain the following :
  - (i) Grapevine Communication
  - (ii) Oral Communication
  - (iii) Interview

**(B-20) P. T. O.**

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**Section—B**

5. "Sound of smile is more louder than voice of lips." Explain it with reference to body language communication.
6. What do you mean by business letters ? Describe the structure of a business letter.
7. "The objective of resume is to show that you are the same person which employer is searching." Comment on this statement.
8. Point out the different kinds of non-verbal communication and discuss their merits and demerits.

**Section—C**

9. What is e-Commerce ? Describe the process and advantages of e-Commerce.
10. Write short notes on the following :
  - (i) SWOT analysis
  - (ii) Video conferencing