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[Roll No.]

BBA-204

**BBA IInd Semester
Examination Dec., 2023**

BUSINESS COMMUNICATION

Time : 2 Hours]

[Max. Marks : 70

*Note :- This paper is of Seventy (70) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. **Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.***

Section-A

(Long Answer Type Questions) 2×19=38

*Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.*

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(1)

P.T.O.

1. Discuss barriers to effective communication in detail.
2. Explain the different types of business report, and when is each type used.
3. What interviewing techniques are most effective in obtaining useful information ?
4. Write drawbacks of graphical displays in conveying information ?
5. Discuss the primary objectives of a public relations department within a company.

Section–B

(Short Answer Type Questions) 4×8=32

Note :- Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. What are the principles of communication ? Explain.
2. What is the role of audio-visual communication ?
3. What steps are involved in planning and drafting a business report ?
4. What are the key elements to consider when preparing an official communication ?

5. Can you describe the typical process of conducting a formal interview ?
6. Discuss the different types of interviews.
7. Explain how poor body language can undermine a message ?
8. What is understand by downward & upward communication ?
