

A-0817

Total Pages : 4

Roll No. -----

BBA-204

Business Communication

Bachelor of Business Administration (BBA)

2nd Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

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

P.T.O.

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Section-A

(Long-Answer-Type Questions)

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.

[2x19=38]

- Q.1. Discuss the process of communication in detail. What are the key elements involved in the communication process?
- Q.2. Explain the key elements and structure of business reports. How should one plan and draft an effective business report?
- Q.3. Describe the process of preparing official communications such as circulars, notifications, amendments, and press communiques. Provide examples.
- Q.4. Explain the process of interviewing. How can an interviewer plan an effective interview?

- Q.5. Analyze the role of audio-visual communication in modern business. What are the channels and their relevance in business communication?

Section-B
(Short-Answer-Type Questions)

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.

[4x8=32]

- Q.1. List the objectives of business communication in detail.
- Q.2. What are the types of business communication?
- Q.3. What is the importance of business letter writing?
- Q.4. What is a circular, and why is it used in official communication?

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- Q.5. What are the guidelines for preparing an effective speech?
- Q.6. What is the role of body language in an interview?
- Q.7. What is the importance of body language in non-verbal communication?
- Q.8. Describe the objectives of public relation (PR) in business communication.
