

A-1120

Total Pages : 3

Roll No.

BBA (N)-302

Business Communication

Examination February, 2026

Time : 2:00 Hrs.

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 therein. *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.

A-1120

(1)

P.T.O.

1. Draft a letter of enquiry to a manufacturer asking for details regarding price list, discounts, delivery schedule, and warranty terms.
2. A company has invited proposals for outsourcing HR services. Draft a suitable proposal outline.
3. What are the challenges in using audio-visual communication in organizations ? Explain the future trends in audio-visual communication in business.
4. A company is facing communication gaps during virtual meetings. Suggest suitable audio-visual solutions.
5. What do you understand by non-visual communication ? What role does body gestures play in a communication process ?

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 is a business proposal ? Write objectives of proposal writing.
2. What are the barrier visual communication ?
3. Differentiate between Public Relations and Advertising.
4. Explain stages of writing.
5. Explain Aggressive and Promise Behaviour.
6. How noise in communication process effects the effective communication objective ?
7. Discuss the characteristics of participants for effective group discussion.
8. Explain cross culture communication.
