

**A-1383**

Total Pages : 3

Roll No. ....

**BBA-204**

**Bachelor of Business Administration (BBA)**

**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.

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( 1 )

P.T.O.

1. Communication is key for all organization, discuss the importance of channels in business communication and explain what barriers create hinderance in good communication ?
2. What are the traits of an interviewer for an effective interview process ? Explain the characteristics of an interviewer and process of interview.
3. What do you understand from public relation in business communication ? Explain different tools of PR and also discuss the interaction between PR and journalism.
4. What are the different types of business letter ? Draft a sales promotion letter introducing a new product.
5. What is meant by graphical communication ? Discuss the types, merits and demerits of graphical display.

### **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 common mistakes to avoid while drafting a business letter ?

2. What are the barriers to business communication ?
3. Prepare a circular stating that the absence from the office will required a prior approval from the competent authority and must have communicated to the respective members who have effect of the absence. Further it must contain arrangements details of responsibility during the absence of employee on leave.
4. What are the different visual communications used in an organization ? Discuss their importance in making communication effective.
5. "An advertisement is essential in business communication", justify the statement with the help of example explaining the characteristics of a good advertisement.
6. Write a proposal to your manager for a new project to start in collaboration with external organization.
7. What are the guidelines of effective speech making ?
8. What do you understand from the NOISE in a communication process ? How it effects the verbal and non-verbal communication in business communication ?

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