

**A-747**

Total Pages : 3

Roll No. ....

**BBA-204**

**BUSINESS COMMUNICATION**

**Bachelor of Business Administration (BBA)**

2nd Semester Examination, 2024 (June)

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-747/BBA-204**      ( 1 )

P.T.O.

1. Define communication ? Explain its process in detail with example.
2. What are the key components of a standard business letter ? Explain.
3. Explain the essential qualities of a good interviewer.
4. What are the different channels of audio-visual communication used in businesses today ? Explain.
5. Describe the role of advertising in the communication strategy of a business ?

### **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. Why is effective communication critical for the success of a business ?
2. Write primary objectives of communication in detail.
3. Why is clear and effective language crucial in business writing ?
4. What are the essential components of a well-written proposal ?

5. What is an agenda of a meeting ? Write a few words about minutes of meeting.
6. Describe the key components of preparing an effective speech.
7. Discuss the role of graphic communication in business organizations.
8. What are the key characteristics of effective advertisement ? Explain.

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