

A-0768

Total Pages : 3

Roll No.

BBA-204

Bachelor of Business Administration (BBA)

(Business Communication)

Examination, June 2025

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.

1. Analyze the importance of effective business communication. Highlight its objective and how it influences business success.
2. Highlight the language considerations in writing business letters and reports. Why is planning crucial in drafting these documents ?
3. Write a detailed note on drafting proposals, agendas, and minutes of meetings. How can clear instructions improve these documents ?
4. Discuss the importance of body language in interviews, speeches, and conferences. How does it influence communication effectiveness ?
5. Describe the role of advertisements in business communication. What are the characteristics of an effective advertisement, and how should an advertisement copy be structured ?

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. Describe the nature of business communication.
2. What are the principles of business communication ?
3. What are the key elements of a business report structure ?
4. What is the significance of dictation in communication ?
5. Discuss the qualities of an effective interviewer.
6. Describe the purpose of discussion in group communication.
7. What is the role of audio-visual communication in business ?
8. Discuss the channels of audio-visual communication.
