

Roll No. 0201858...

BBA-202(N)

**B. B. A. (Second Semester)
EXAMINATION, May, 2018**

(New Course)

Paper Second

BUSINESS COMMUNICATION

Time : Three Hours] [Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. (A) What do you mean by Encoding and Decoding in the process of communication ?
- (B) What does PAIBOC stand for ? Explain.
- (C) Write the significance of corporate communication.
- (D) What do you understand by perceptual barriers ?
- (E) What is mock interview ?

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- (F) Write a short note on 'Body of the Letter'.
- (G) Draft a sales letter to the owner of a car offering him expert service.
- (H) What do you mean by 'Vocalization'?
- (I) Discuss Postures and Gestures of body language.
- (J) What six habits can you develop to become a more effective listener?

Section—B

(Long Answer Type Questions)

Note: Attempt any two questions. Each question carries 10 marks.

- 2. Discuss about factors which are responsible for the growing importance of business communication.
- 3. Describe Shannon Weaver's mathematical model of communication.
- 4. "In an effective communication, conciseness and completeness are as important as courtesy and consideration." Discuss.
- 5. Explain the concept of 'Grapevine'. What are the various types of grapevine chain?

Section—C

(Long Answer Type Questions)

- Note: Attempt any two questions. Each question carries 10 marks.
- 6. Write an essay on the educational value of conferences, seminars and workshops. How do they strengthen an organisation?

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- 7. Why is extemporaneous presentation regarded as the best? What are the limitations of reading and memorizing presentation?
- 8. Discuss the most commonly used layout of business letter with all necessary elements in brief.
- 9. Write short notes on the following:
 - (i) Cultural sensitivity
 - (ii) BLOG and TWITTER
 - (iii) TELEXES
 - (iv) Video conferencing
 - (v) The pros and cons of e-Mail

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