

Roll No. 020243A.....

BBA-202(N)

**B. B. A. (Second Semester)
EXAMINATION, May, 2019**

(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 voice modulation ?
- (B) What do you understand by Teleconferencing ?
- (C) Define Horizontal Communication with diagram.
- (D) What is meant by Socio-psychological barriers ?
- (E) What is Stress Interview ?
- (F) What is meant by 'inside address' in layout of business letter ?

(B-8) P. T. O.

- (G) What do you understand by project report ?
- (H) What are the advantages of written communication ?
- (I) What do you mean by wheel networks of communication ?
- (J) What is meant by vacalics ?

Section—B

(Long Answer Type Questions)

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

2. What are the basic forms of communication ? Discuss them with their merits and limitations.
3. Discuss SMCR Model with illustration.
4. What do you understand by Active Listening ? What problems prevent you from listening efficiently in the classroom ?

5. Write notes on the following :

- (i) Semantic Barriers
- (ii) Emotional Barriers
- (iii) Cultural Barriers

Section—C

(Long Answer Type Questions)

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

6. Enumerate types of Group Discussion. What qualities should be taken into consideration during a session of group discussion ?

7. Draft a complaint letter asking for damaged machines for favourable reply. Invent the necessary details.

8. Write short notes on the following : 2½ each

- (i) Gesture
- (ii) Facial Expressions
- (iii) Eye Contact
- (iv) Posture

9. Comment on the following :

- (i) Covering letter
- (ii) Use of Video Conferencing in Business.
- (iii) Cultural Sensitiveness.
- (iv) e-mail Etiquettes.