

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 off corporate communication.
- (D) What do you understand by perceptual barriers?
- (E). What is mock interview?
- (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 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?
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 sensitiveness
 - (ii) BLOG and TWITTER
 - (iii) TELEXES
 - (iv) Video conferencing
 - (v) The pros and cons of e-Mail