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Roll No. ....

Total Questions : 13 ]

[ Printed Pages : 3

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**B.B.A. IInd Semester Examination, May-2019**

**BUSINESS COMMUNICATION**

**(BBA-202)**

**Time : 3 Hrs. ]**

**[ M.M. : 75**

**Note :-** Attempt all the Sections as per instructions.

**Section-A**

**(Very Short Answer Type Questions) 3×5=15**

**Note :-** Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding **75** words.

1. Explain the terms encoding and decoding as they used in describing the process of communication.
2. Explain advantages of formal communication in brief.

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Turn Over

3. What is Order Letter ?
4. What is Oral Presentation ?
5. What do you mean by Video Conferencing ?

### Section-B

(Short Answer Type Questions)  $7\frac{1}{2} \times 2 = 15$

*Note* :- This section contains three questions. Attempt any *two* questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding **200** words.

6. Explain Communist Communication Theory.
7. Distinguish between Formal and Informal Communication.
8. What is Seminar ? How a seminar conducted ?

### Section-C

(Long Answer Type Questions)  $15 \times 3 = 15$

*Note* :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

9. What do you mean by Communication Process ?  
Explain main models of communication.

10. Explain the meaning of Grapevine Communication and describe its characteristics and types.
11. Explain the difference between Enquiry Quotation and Order Letters.
12. "Para-language is closest to non-verbal communication." Explain it.
13. Information and information technology are the new divers of this age. Explain.