

H Roll No.

BBA-205

B. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, 2021-22

BUSINESS COMMUNICATION-II

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Mention any 5 tips for effective reading.

Write any *three* differences between active and passive reading. (CO2)

OR

(b) What is paragraph writing ? Discuss about the *four* kinds of paragraph. (CO1)

P. T. O.

(2)

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2. (a) Discuss about any *five* types of reports along with the examples. (CO1)

OR

- (b) What are the various techniques of good reading ? Write any *four* differences between efficient and inefficient reading.

(CO2)

3. (a) What is the importance of proposal ? Write about any *four* kinds of proposal.

(CO2)

OR

- (b) Discuss the following terms : (CO1)

(i) Unity of thought

(ii) Topic Sentence

(iii) Coherence

4. (a) What are the *four* functional categories of a paragraph ? What is SQ3R ? (CO1)

OR

- (b) What are the various parts of a report ? Prepare a title page and a table of content based on your imagination. (CO1)

(3)

5. (a) Discuss about the structure of a formal proposal. Prepare the title page of a formal proposal. (CO2)

OR

What is the significance of reading ? Discuss about the reading process in detail. (CO2)

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