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Roll No.

BBA-205

**B. B. A. (SECOND SEMESTER)
END SEMESTER EXAMINATION,
July/Aug., 2022**

BUSINESS COMMUNICATION-II

Time : Three Hours

Maximum Marks : 100

- Note :** (i) All questions are compulsory.
(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.
(iii) Total marks in each main question are
twenty.
(iv) Each sub-question carries 10 marks.

1. (a) State the tips for effective reading.
Summarize different types of reading.

(CO1)

- (b) Classify four different kinds of
paragraphs. Discuss the terms Topic
Sentence and Unity of Thought. (CO1)

P. T. O.

(2)

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- (c) Describe report writing. Explain the ways of writing an effective report. (CO1)
- 2. (a) Interpret the importance of report writing. Demonstrate in brief about the reading process. (CO2)
- (b) Illustrate Proposal Writing. What are the different kinds of proposals? (CO2)
- (c) Usage of Coherence in a paragraph. Prepare a chart of the appropriate devices used for maintaining coherence. (CO2)
- 3. (a) Explain the term Presentation. Categorise the components of an effective presentation. (CO3)
- (b) Classify the basic tips required for making a powerful presentation. (CO3)
- (c) Point out the six steps should be followed for being an effective presenter. (CO3)
- 4. (a) Summarize the term Kinesics. Grade the importance of the term gesture. (CO4)
- (b) Predict the objectives of interviews. Discuss *four* major categories of interviews. (CO4)

(3)

- (c) Recommend the preparations to be made before, during and after the interview. (CO4)
- 5. (a) Write about Group Discussion. Choose any *four* major areas of evaluation in case of a Group Discussion. (CO5)
- (b) Write on extempore. Compile any *five* tips for an effective extempore speech. (CO5)
- (c) Compose the role technology in business communication. Compile any *three* merits and *three* demerits regarding the role played by technology in business communication. (CO5)

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