

H

Roll No.

BBA-205

B. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

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) "Communication means the process of passing information and understanding from one person to another." Explain.

(CO1)

OR

- (b) Enumerate the concept of report writing ?
Discuss the various kinds of reports.

(CO1)

P. T. O.

(2)

BBA-205

2. (a) "In the effective communication, conciseness and completeness are as important as courtesy and clarity." Discuss. (CO2)

OR

- (b) Summarizing the benefits that highlight the importance of reading among young children. (CO2)

3. (a) Discuss the guiding principles for the preparation of a good report. (CO3)

OR

- (b) Explain your understanding on reading ? Discuss the various kinds of reading. (CO3)

4. (a) Synthesize and explain the tips for effective reading. (CO4)

OR

- (b) Anticipate the characteristics of a good report. (CO4)

(3)

5. (a) Enumerate importance of Proposal writing. Elaborate characteristics of good proposal. (CO5)

OR

- (b) Write your understanding of a term "paragraph writing". Also discuss essentials of a good paragraph. (CO5)

BBA-205

1,300