

H _____ Roll No.

BBA-205

B. B. A. (SECOND SEMESTER) END SEMESTER

EXAMINATION, June, 2023

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) Define the term 'communication'. Discuss
its need and importance. (CO1)
- (b) What are the essentials of a good
paragraph writing ? (CO1)
- (c) State the importance of communication in
business organization. (CO1)

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(2) •

BBA-205

2. (a) Describe the essentials and characteristics of Proposal writing. (CO2)
- (b) How do reading skills contribute to effective communication ? Discuss with examples. (CO2)
- (c) Recall the different types of reports and briefly describe each. (CO2)
3. (a) Illustrate the different strategies to increase professionalism at workplace. (CO3)
- (b) How would you utilize the various elements of presentation to effectively deliver information to the audience ? (CO3)
- (c) What do you understand by voice modulation ? How can you improve your voice modulation skills for better public speaking ? Justify with appropriate examples. (CO3)
4. (a) Analyze the key steps necessary to succeed in a interview and propose any two strategies to optimize performance during the interviews. (CO4)

(3)

- (b) Assess the importance of resume writing and evaluate the guidelines for creating an effective resume. (CO4)
- (c) Examine the various ways in which effective communication practices contribute to the success of a global business. (CO4)
5. (a) 'Group Discussion are always not good.' Do you agree with this statement ? Provide examples to support your stance. (CO5)
- (b) Evaluate and discuss the role of technology in the modern business world. Provide example of both the positive and negative impacts of technology in business. (CO5)
- (c) Propose the different strategies for effectively facing an interview board. Further, evaluate different approaches to discuss the strengths and weaknesses during an interview. (CO5)

BBA-205

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