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Paper Code :DMB-113

Roll No.

BBA-2

1st Year Examination, Academic Batch 2017-18

(A)Business Communication

(B) Principle of Marketing

Time : 3 Hours]

[Max. Marks : 100

Note. (A) Attempt any **five** questions.

(B) Each question carries equal marks. (20*5)

Q-1 What is communication? Why do we need it?

Q-2 What is attitude? What role does it play in communication?

Q-3 What do you understand by corporate communication? Discuss various networks of communication.

Q-4 What do you mean by listening skills? How does it help one in interviews?

Q-5 Explain the various stages of new product development process.

Q-6 What are inventory control problems? Discuss

Q-7 What is purchase order processing? Explain in detail.

Q-8 Write note on :

- a) Marketing environment
- b) Advertising
- c) Personal selling
- d) Pricing strategies.