

Printing Page(s) : 1

Paper Code :DMB-113

Roll No.

--	--	--	--	--	--	--	--	--	--

BBA-2
1st Year Examination, Calendar Batch 2017
(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 do you mean by oral presentation? What is its purpose?

Q.2. What is interdependence? What are the basic aspects of communication?

Q.3. What are the functions of business correspondence?

Q.4. What do you mean by the format of letter? Show it with a specimen format of any one type of business letter.

Q.5. Define marketing. What is the nature of marketing? What is the macro economics scope of marketing?

Q.6. What are the various stages of consumer behavior? Give a brief description.

Q.7. Describe the eight significant steps of advertising campaign?

Q.8. Explain product life cycle in detail with the help of examples.