



Term Evaluation (Even) Semester Examination March 2025

Roll no.

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Name of the Course and semester: BBA II

Name of the Paper: *Business Communication -II*

Paper Code: BBA 207

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) All the questions are compulsory.
- (ii) Answer any one sub questions from a and b in each main question.
- (iii) Each question carries 10 marks.

Q1. (1X10=10 Marks)

a. Define report writing and explain its significance in professional and academic settings. (CO 1)

OR

b. Explain the key components of a well-structured proposal and discuss the importance of each component in effective proposal writing.

Q2. (1X10=10 Marks)

a. Discuss the key elements of an effective report. What factors should be considered while writing a well-structured report? (CO 1)

OR

b. Discuss the benefits of reading and how it contributes to personal and professional growth. Provide relevant examples. (CO 2)

Q3. (1X10=10 Marks)

a. List and explain different types of reports. Provide examples of situations where each type would be appropriate. (CO 1)

OR

b. Differentiate between the various types of reading with suitable examples. (CO 2)

Q4. (1X10=10 Marks)

a. Explain different types of paragraph writing. What are the essential components of a well-written paragraph? (CO 1)

OR

b. How does proposal writing differ from other forms of writing and what are the common challenges faced while drafting a proposal? (CO 2)

Q5. (1X10=10 Marks)

a. Write a well-organized paragraph on "The role of digital marketing in brand promotion". (CO 1)

OR

b. What are the essential tips for effective reading and how can they help improve comprehension and retention of information? (CO 2)