



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester: BBA II
Name of the Course: BUSINESS COMMUNICATION - II
Course Code: BBA 207

Time: 3-hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1.

(2X10=20 Marks)

- a. "Communication is the life blood of any business organization." Comment and explain objectives of business communication. (CO1)
- b. Define business report. What are the different types of reports? briefly describe each. (CO1)
- c. Write a well-organized paragraph on "The person who inspires me the most." (CO1)

Q2.

(2X10=20 Marks)

- a. Discuss the importance of reading skills in personal life as well as in professional life. explain with some examples. (CO2)
- b. Describe the essentials and characteristics of Proposal writing. (CO2)
- c. How do speaker's personality and body language help in increasing his effectiveness. (CO2)

Q3.

(2X10=20 Marks)

- a. What do you mean by presentation? How is it important to have good presentation skills? Give at least four points. (CO3)
- b. Define voice modulation? Discuss any five tips in detail which you keep in mind while modulating your voice in the right manner. (CO3)
- c. Illustrate the different strategies to increase professionalism at workplace. (CO3)

Q4.

(2X10=20 Marks)

- a. Explain general guidelines for preparing Resume. Also mention things to avoid in your resume. (CO4)
- b. How to face an interview board also discuss importance of body posture and gestures. (CO4)
- c. Summarize the important skills do you think are essential for succeed in Interviews? (CO4)

Q5.

(2X10=20 Marks)

- a. Why is a group discussion held? Explain guidelines for effective participation in a group discussion. (CO5)
- b. "Modern communication systems has changed the world into a global village." Discuss. (CO5)
- c. Describe in detail the role, effects and advantages of technology in business communication. (CO5)