

**BBA-204**  
**BBA II Semester Examination -2012**  
**BUSINESS COMMUNICATION**

**Time: 3 Hours**

**Maximum Marks: 60**

**Note:** This paper is of **sixty (60)** marks containing **three (03)** sections. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

**SECTION – A**

**(Long-answer - type questions)**

**Note:** Section 'A' contains four (04) long-answer-type questions of fifteen (15) marks each. *Learners are required to answer two (02) questions only.* **(2\*15=30)**

1. Define Business Communication. What are the objectives of Business Communication?
2. What is a Business Letter? Draft a Letter of Enquiry on behalf of 'Modern Fashions' a readymade garments shop which has received a consignment of defective woollen garments during Diwali season.
3. "Listening is not just hearing." What are the elements of an ideal listening process? Discuss the factors which act as impediments to effective listening process.
4. An advertisement has appeared in 'Times of India' for the post of Sales Executive in 'XYZ Co. Ltd'. Draft an application letter along with the resume to apply for the same. Invent the necessary details.

**SECTION – B**

**(Short – answer – type questions)**

**Note:** Section 'B' contains eight (08) short- answer type questions of five (05) marks each. *Learners are required to answer four (04) questions only.* Answers of these questions must be restricted to two hundred fifty (250) words approximately. **(4\*5=20)**

5. Briefly discuss *any four (04)* of the following;
  - 5.1 What are the most important functions of a public relations company?
  - 5.2 What are the various methods of delivering a presentation?
  - 5.3 What is Grapevine in communication?
  - 5.4 Define the process of communication.
  - 5.5. Draft a sample tender to be published in newspapers.

5.6 Explain Business proposal.

5.7 What is an Exit Interview?

5.8 Define structure of an advertisement copy?

### SECTION – C

#### (Objective – type questions)

**Note:** Section ‘C’ contains ten (10) objective –type questions of one (01) mark each. *All the questions of this section are compulsory.* (10\*1=10)

6. Indicate whether the following are true or false;

6.1 The agenda is a list of items which are to be dealt with during the meeting. (T/F)

6.2 Event Management is the process of analyzing, planning, marketing, producing and evaluating an event. (T/F)

6.3 Formal communication refers to communication between individuals and groups who share a casual rapport with each other. (T/F)

6.4 A proposal is a written document to persuade the reader for a suggested plan of action. (T/F)

6.5 Interviews are creative and dynamic activity for exchange of ideas to reach a decision on a common issue.

7. Indicate the correct answer-option;

7.1 Which of the following is NOT a component in the Communication Model?

(1) Sender

(2) Messenger

(3) Encoding

(4) Receiver

(A) All of the above

(B) All, except (1)

(C) All, except (2)

(D) All, except (3)

7.2 Which of the following is NOT an external written business communication?

(A) Complaint letter

(B) Curriculum Vitae

(C) Memo

(D) Letter of enquiry

7.3 Effective communication can ONLY be achieved when:

(1) The audience is understood

(2) Feedback is encouraged

(3) Thoughts are organised

(A) All of the above

(B) All, except (1)

(C) All, except (2)

(D) All, except (3)

7.4 What type of software would a writer use to produce a slide show for a meeting?

(A) Database application

(B) Presentational application

(C) Spreadsheet application

(D) Personal information application

7.5 Which of the following is not a layout style of a business letter:

(A) Fully indented

(B) Semi indented

(C) Fully blocked

(D) Circular blocked