

Roll No. ....

Subject Code—2173

**B.B.A. (Second Year) EXAMINATION**

(New Scheme)

BBA-206

**BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. Define Communication and discuss its importance, types and process with suitable examples.
2. Explain the barriers in communication and suggest the ways to overcome it.
3. Write the strategies or principles for effective communication with suitable examples.

4. Discuss in brief the characteristics and layout of a good business letter with suitable illustration.
5. Write a detailed note on preparation of Press Release. Also write a specimen press release regarding launch of a new product.
6. Discuss in detail the objectives, features and types of Business Report. Also write the major contents of a detailed business report.
7. Write a specimen interview letter assuming necessary contents of the letter on your own.
8. Discuss in brief the following
  - (a) Show Cause Notice
  - (b) Charge Sheet
  - (c) Letter of Dismissal.
9. How are Market Survey reports prepared? Also write a specimen market survey report for FMCG company.

10. Write short notes on any *two* of the following :

- (a) Circular and Office Orders
- (b) Correspondence with Banks
- (c) Quotation and Tenders
- (d) Complaints and Follow-up.