

Roll No.

Subject Code—783

B.B.A. (Second Year) EXAMINATION

(Re-appear)

(New Scheme)

BBA-206

BUSINESS, COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

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

1. What is Business Communication ? Discuss its types, significance and process with suitable illustrations.
2. Discuss important barriers of communication and suggest the ways to overcome it.
3. Write a detailed note on strategies for effective communication.

4. Discuss different types of business letters and write important characteristics of it. Also discuss the layout of a business letter.
5. Discuss the need, functions and components of the following :
 - (a) Sales Letter
 - (b) Interview Letter.
6. Write a specimen letter of 'Letter of Dismissal' of an employee in your department assuming necessary situation and variables on your own.
7. Write a detailed note on preparation of press releases. Also write a specimen press release regarding launch of new product of your company.
8. Write in brief the following :
 - (a) Inter-departmental communication
 - (h) Complaints and follow-up.

9. Discuss the essentials of a good business report. Also write in brief different types and contents of a business report.
10. Write short notes on any *two* of the following :
 - (a) Letter to Banks
 - (b) Circular Letter
 - (c) Market Survey Report
 - (d) Sales Promotion Letter.