

Roll No. ....

Subject Code—8160

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

(Main/Re-appear Batch 2009 Onwards)

BBA-206

**BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 70*

**Section A**

1. Write short notes on any *Seven* of the following : **7×5=35**

- (a) Communication process
- (b) Organizational barriers
- (c) Grapevine
- (d) Advertisement
- (e) Sales letter
- (f) Memo
- (g) Circular

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**P.T.O.**

- (h) Charge Sheet
- (i) Feasibility report
- (j) Technical manual.

### **Section B**

**Note :** Attempt all questions.

2. Discuss the principle of 7 Cs of communication.

*Or*

What are the merits and demerits of oral and written communication ? **12**

3. Draft the following letters :

- (a) Complaint letter for the improper functioning of A.C.
- (b) Follow up letter to the company for not attending your problem regarding A.C.

*Or*

Throw light on various types of external communication. **12**

4. What do you understand by short and long report ? What are the steps involved in writing a report ?

*Or*

Discuss the format of a report.

**11**