

Roll No: .....

## Hi-tech Institute Of Engineering and Technology

### Department of Management (SEM-2) EVEN SEMESTER MODE TEST PAPER SUBJECT - BUSINESS COMMUNICATION

**SUBJECT CODE: BBA-202 (NEW)**

Time: Three Hours

Max Marks: 75

**Note: Attempt all the questions as per instructions.**

#### Section – A (Very Short Answer Type Questions)

1. What is mock interview?
2. Define Para Language?
3. What is Grapevine communication?
4. What is mass communication?
5. What is Business Communication?

#### Section – B (Short Answer Type Questions)

1. What is Business Letter? Define essentials of a business letter?
2. What forms of communication are used in modern world?
3. Explain the principles of effective communication?

#### Section – C (Long Answer Type Questions)

1. How to prepare for a mock interview also the STAR method of practice?
2. Explain how to give an impressive seminar?
3. What do you understand by presentation? Explain individual and group presentation?
4. Define Informal Communication and its type?
5. Explain communication network?