

## Hi-Tech Institute of Engineering &amp; Technology

## DEPARTMENT OF MANAGEMENT

## Course BBA

(SEM-2<sup>nd</sup>) EVEN SEMESTER MODEL QUESTION PAPER 2022-23

Subject Code:-BBA 202

Subject Name: BUSINESS COMMUNICATION

Faculty Name:- MR. HIMANSHU KUMAR

Time: 90 Minutes

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

## SECTION-A

1. Attempt all question in brief.

1x 10 = 10

Q.No	Question	Marks	CO
a.	What do you mean by Communication ?	1	1
b.	What is noise in Communication ?	1	2
c.	Define Written Communication ?	1	3
d.	What is Conversational Control ?	1	4
e.	What is the purpose of report ?	1	5
f.	Define visual aids.	1	4
g.	What is the purpose of sending SMS?	1	1
h.	Tell in brief about the term teleconferencing.	1	5
i.	How meeting is planned ?	1	2
j.	Define Business Etiquettes.	1	3

## SECTION-B

2. Attempt any Eight of the following:

8x5 =40

Q.No	Question	Marks	CO
a.	State the elements of communication Process.	5	1
b.	Differentiate between oral and Written Communication.	5	5
c.	What is business letter ? Describe the qualities of a good business letter.	5	2
d.	Describe the role of internet for a business enterprise.	5	3
e.	Write a explanatory note on business to business enterprise.	5	4
f.	Define Communication. Discuss Various Characteristics of Successful Communication.	5	2
g.	Explain Kinesics. Discuss its Significance in Oral Communication.	5	5
h.	Explain presentation and its various Elements with Example.	5	2
i.	Discuss Different Skills which are essentially required for Effective Group Discussion.	5	1
j.	Discuss the principles of Oral Communication.	5	3

## SECTION-C

3. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Write the importance of communication in management.	10	1
b.	Identify and discuss the basic elements of communication process ?	10	1

4. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What are the differences between oral communication and written Communications ?	10	2
b.	What is electronic writing process in business communication ?	10	2

5. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What are the objectives of report writing ? Explain the format of formal report writing.	10	3
b.	You are a sales representative for your company. Write a letter XYZ Enterprises, introducing one of your new products or services. Be sure to give important details about your product/ service.	10	3

6. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	How technological advancement will effect on business communication ?	10	4
b.	What are the skills required for group discussion in employment ?	10	4

7. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Explain the types of business etiquettes.	10	5
b.	Define the role of organisers, chairperson, speakers and audience to make seminar effective .	10	5