

Roll No.....
6000 30/40/50/-

June - July 2019
Bachelor of Business Administration (BBA) Examination

(Full Time) (New) Second Semester
BB-201 : BUSINESS COMMUNICATION

Time 3 Hours]

[Max. Marks 80

**Note : Solve any four questions in Section A. All questions carry equal marks.
Section B is compulsory and carries 18 marks.**

Section A

1. "Communication is a two way process." Discuss this statement in the light of process of communication.
2. What are the various types of communication ? Explain by giving suitable examples.
3. Write a complaint letter to the customer service department of a car manufacturing company, complaining about the poor services offered by authorized dealer / workshop.
4. Discuss the parameters that should be covered under resume writing. How the resume writing can be made more effective.
5. What is Listening ? What are the barriers to listening ? How these barriers could be overcome?
6. Write short notes on any two of the following : <http://www.davvonline.com>
 - (a) Debates and Speeches
 - (b) Types of Business Letter
 - (c) Importance of Business Communication.

Section B

7. Attempt both the cases :
 - (a) Prepare a bio-data and covering letter for the following walk in interview is required smart boys and girls of full / part time basis for marketing, field work and survey. Biz softech (Pvt. Ltd., 269 Udyog Bhawan, Mulund (W), Mumbai - 400080.
 - (b) You have seen an advertisement for a new electronic Xerox machine which can be programmed to make upto 30 copies of 10 pages and sort the copies into sets. Write to them asking for a demonstration as you want to purchase one for your office.

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