

September 2011

Bachelor of Business Administration (BBA) Examination
II Semester

Business Communication

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. Section B is compulsory.
All questions carry equal marks i.e., 16 each in Section A. Section B carries 16 marks.

Section A

- Q. 1. Ms. Radha Virani is the HR Manager in System Software Company. She has to prepare a presentation on Business Communication for the new management trainees.
Supposing you as Ms. Radha Virani prepare the same presentation for their Induction.
- Q. 2. What are the different Channels of Communication ? Explain with the Barriers of Communication.
- Q. 3. Write a letter to the Mayor of City to complain about worst situation of roads in your colony.
- Q. 4. Write a short note on Employment Messages. Explain it by taking it with an example. Also explain the format of Resume.
- Q. 5. "Oral presentation is very important in Business Communication." Explain. What are important qualities of a good oral presenter ?
- Q. 6. What do you mean by Listening Skills ? What are the Barriers to Listening and how to overcome them ? Explain.

Section B

- Q. 7. Suppose you are the Head of Recruitment Department of an Eminent Bank in the country. The Bank has to recruit 500 candidates from the country. Draw the whole plan of Recruitment covering :
- (a) Employment Message.
 - (b) Criteria for analysis of the candidates in Group Discussion.
 - (c) Criteria for analysing the candidates in Interview.

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