

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, March - 2014**BUSINESS COMMUNICATION (Paper - II)****Sub. Code : 22932****Day and Date : Saturday, 29 - 03 - 2014****Total Marks : 50****Time : 12.00 noon to 2.00 p.m.**

- Instructions :**
- 1) All the questions are compulsory.**
 - 2) Figures to the right indicate full marks.**

Q1) What is electronic communication? Explain the means of communication used in modern offices? [15]

OR

What is oral communication? Explain the nature and characteristics of oral communication.

Q2) Write short answers (Any - Two) [2 × 10 = 20]

- a) Explain upward and horizontal communication in organisation.
- b) Explain the concept of seminar and conference.
- c) How to prepare for appearing an interview?
- d) Prepare the notice and agenda for a meeting of management committee of star departmental stores.

Q3) Write short notes (Any Three): [3 × 5 = 15]

- a) Minutes of meeting
- b) Work-shops
- c) Group-discussion
- d) Public speech
- e) Grapevine.

