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**Total No. of Pages : 1**

**B.B.A (Part - I) (Semester - II) Examination, November -2016**

**BUSINESS COMMUNICATION**

**(Paper -II)**

**Sub. Code : 22932**

**Day and Date : Tuesday, 22 - 11 - 2016**

**Total Marks : 50**

**Time : 03.00 p.m. to 05.00 p.m.**

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

**Q1)** What are the principles of good oral presentation? Mention the factors that affect oral presentation. **[15]**

**OR**

What is electronic Communication? Explain the means of communication used in the modern offices.

**Q2)** Write short answers (Any two): **[20]**

- i) What are various situations in business World?
- ii) Explain the formal channels of communication used in organisation.
- iii) Write a note on importance of notice, agenda and minutes.
- iv) What kind of preparation would you make before appearing an interview?

**Q3)** Write short notes (any three) **[15]**

- i) Preparation of a public speech
- ii) Upward Communication
- iii) Importance of workshops
- iv) Seminars and conferences
- v) Group discussion

