

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, 2013**BUSINESS COMMUNICATION (Paper - II)****Sub. Code : 22932****Day and Date :****Time : 2 Hours****Total Marks : 50**

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

Q1) What is interview ? Explain the guidelines for conducting the interview by the interviewees. **[15]**

OR

What do you mean by modern office communication? Explain the different means of electronics communication.

Q2) Write short answers (any two) **[2 × 10 = 20]**

- a) Explain the internal channels of communication.
- b) Discuss the characteristics of oral communication.
- c) Explain the concept of work-shop and group-discussion.
- d) Explain the down-word and up-word communication.

Q3) Write short note (any three) **[3 × 5 = 15]**

- a) Conference
- b) Agenda of meeting
- c) Fax
- d) Seminar
- e) Minutes of meeting.

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