

Seat No.	
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**B. B. A. (Part - I) (Semester - II) Examination, 2013**

**BUSINESS COMMUNICATION**

**Paper - II**

**Sub. Code : 43932**

**Day and Date : Monday, 15 - 04 - 2013**

**Total Marks :40**

**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 preparations would you make to conduct interviews. **[14]**

OR

Write in detail the various modern means of communication used in business communication.

**Q2)** Write short answers of any two of the following : **[16]**

- What are the different elements of effective public speech.
- What are the principles of effective group discussion?
- What are the disadvantages of oral communication?
- What is agenda? What is its importance in meetings?

**Q3)** Write short notes on any Two of the following. **[10]**

- Notice.
- EPBAX System.
- Conferences.
- Horizontal communication.

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