

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, April - 2017

ENGLISH (Paper - II)

Business Communication

Sub. Code : 22932

Day and Date : Tuesday, 25 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) **All the 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 do you mean by a group discussion? Discuss the process and guidelines of a group discussion.

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

- a) What is E-mail? Explain the advantages of E-mail.
- b) What kind of preparation would you make before appearing an interview?
- c) What is a notice? What are the essential features of a notice of meeting.
- d) Explain the formal channels of communication used in organisation.

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

- a) Importance of workshops
- b) Downward communication
- c) Grapevine communication
- d) The modern means of communication
- e) Conferences and seminars

