

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, November - 2014

BUSINESS COMMUNICATION (Paper - II)

Sub. Code : 22932

Day and Date : Wednesday, 12- 11 - 2014

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures on the right indicate full marks.

Q1) What is organisational communication? Explain the channels in organizational communication [15]

OR

Why is effective oral communication essential and state the principles of effective oral communication.

Q2) Write short answers of the following (any two) [20]

- Define interview and write the types of interview
- What are the patterns of communication in an organisation.
- Draft a notice regarding a Blood Donation camp to be held for students of all the classes on the occasion of Republic Day.
- Explain in brief the various modern means of communication used in business world.

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

- Agenda
- Grapevine
- Group Discussions
- Importance of oral communication
- Seminars.

