

O - 178

Total No. of Pages : 1

Seat No.	
-------------	--

**B.B.A (Part - I) (Semester - II) Examination, April - 2015**  
**BUSINESS COMMUNICATION (Paper - II)**  
**Sub. Code : 22932**

Day and Date : Monday, 20 - 04 - 2015

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

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

**Q1)** Explain the educational value of conferences, Seminars and workshops. How do they strengthen an organisation. [15]

OR

Draft a speech on 'Swacha Bharat Abhiyan' (Cleanliness Drive).

**Q2)** Write answers in brief (any two) : [20]

- a) Discuss in detail the various formal channels of communication in organization.
- b) What are the different modern tools of communication used in an office.
- c) Draft an agenda of the meeting of the students council of your college to plan and arrange 'Annual Sports Day'.

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

- a) Fax machine.
- b) Uses of internet.
- c) Telephone.
- d) Grapevine.
- e) Answering machine.

