

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, April - 2016

BUSINESS COMMUNICATION (Paper - II)

Sub. Code : 22932

Day and Date : Wednesday, 27 - 04 - 2016

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) Write in detail about different modern office communication and its importance in business world. [15]

OR

Define communication and mention the channels of communication used in an organisation.

Q2) Write short answers of the following (any 2) : [20]

- a) Write the importance of oral communication in detail.
- b) What is a interview and write the types of interview.
- c) Explain seminars, conferences, workshops in detail and write their educational importance.
- d) Draft an agenda of the meeting of students council to plan the youth festival programme.

Q3) Write short notes (Any 3) : [15]

- a) Grapevine
- b) Group Discussions
- c) Interviewing skills
- d) Tele - conferencing
- e) Internet

