

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, October - 2015
BUSINESS COMMUNICATION (Paper - II)
Sub. Code : 22932

Day and Date : Friday, 30 - 10 - 2015

Total Marks :50

Time : 3.00 pm. to 5.00 p.m.

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

Q1) What is oral communication? Explain the characteristics and nature of oral communication. **[15]**

OR

What is electronic communication? Explain the means of communication used in the modern offices.

Q2) Write short answers (Any Two) **[2 × 10 = 20]**

- a) What is E-mail? And explain the advantages of E-mail in business world.
- b) Write a note on importance of notice, agenda and minutes.
- c) Explain the formal channels of communication used in organisation.
- d) What kind of preparations would you make before appearing in an interview? How would you conduct yourself in the interview?

Q3) Write Short notes (Any Three) **[3 × 5 = 15]**

- a) Upward communication.
- b) Preparation of a public speech.
- c) Seminars and conferences.
- d) Importance of workshops.
- e) Group Discussion.

