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**B.B.A. (Part - I) (Semester - II) Examination, October - 2017**  
**ENGLISH (Paper - II)**  
**Business Communication**  
**Sub. Code : 22932**

**Day and Date : Thursday, 12 - 10 - 2017**

**Total Marks : 50**

**Time : 3.00 p.m. to 5.00 p.m.**

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

**Q1) What are the various channels of organisational communication? Write in brief on the importance, limitations and measures to improve them. [15]**

**OR**

**Write a detailed note on the various modern means of communication used in business organisation.**

**Q2) Write short answers of the following (Any Two): [2 x 10 = 20]**

- a) **What is Oral Communication? Explain nature and characteristics of Oral Communication.**
- b) **What is a group discussion? How to succeed in it?**
- c) **What kind of preparation would you make before appearing an interview?**
- d) **What is a notice? What are the essential features of a notice of meeting?**

**P.T.O.**

**Q3) Write short notes (Any Three):**

- a) Types of interviews.**
- b) Importance of the workshops.**
- c) Grapevine communication.**
- d) Seminars and Conferences.**
- e) Preparation of a public speech.**

