

Examination *March-2015*  
Semester:-B.B.A. Sem. II  
Paper No.:-204  
Paper Name: - Business Communication II  
Paper Code:-2870

Time: 2.30 Hours

Maximum Marks 70

• **Instruction(s)**

- All five questions are mandatory.
- All five questions have their optional questions.
- Attempt either section of the respective questions.

**Q-1 Answer the following questions. (14)**

1. Explain the process of communication with the help of figures.
2. What is psycho-sociological barrier? How to overcome it?

**OR**

**Q-1 Answer the following questions. (14)**

1. Write detailed note on any two objectives of communication.
2. Evaluate the importance of non-verbal communication.

**Q-2 Answer the following questions. (14)**

1. What is Group communication? Explain its advantages and disadvantages of it.
2. Explain presentation and how body-language plays an important role in it.

**OR**

**Q-2 Answer the following questions. (14)**

1. Write a dialogue on facing an interview in one of the prominent company for HR manager.
2. Write all the types of an interview.

**Q-3 Answer the following questions. (14)**

1. Draft an application for the Marketing Manager in a reputed company.
2. Write a brief note on layout of a good business letter.

**OR**

**Q-3 Answer the following questions. (14)**

1. Explain all the types of reading with examples.
2. As an H.R. Manager of the company, draft a confirmation letter to the employer.

**Q-4 Answer the following questions.**

**(14)**

1. Draft a quotation letter of DELL computers and its peripherals.
2. Draft a letter placing an order for new furniture of your college library.

**OR**

**Q-4 Answer the following questions.**

**(14)**

1. Draft a confirmation letter of an order given by telephone, for 10,000 PARKER pens.
2. Place an order for 100 bar magnets for use in your factory of electrical goods, and reserve the right to reject them if they do not tally with the sample submitted.

**Q-5 (A)** There has been remarkable decline in the sale of sports goods manufactured by a company. The Marketing Manager has been asked to report with recommendations stopping the decline. Prepare the report.

**(10)**

**Q-5 (B) Give at least two usages for the following Punctuation marks.**

**(04)**

1. Exclamatory Mark (!)
2. Full Stop (.)

**OR**

**Q-5 (A)** Draft a notice and an agenda for prior to AGM of the company.

**(10)**

**Q-5 (B) Decode the following Roman Numbers and give equivalent Arabic numbers.**

**(04)**

1. XC
2. XXV
3. CC
4. DCC

**HJM**