

04 SEP 2019

**Examination**  
**BBA SEM-2 Paper No.BBA-CC:-206**  
**Business Communication - II**  
**Paper Code: 20238**

**Q-1 (A) Attempt any one. (07)**

1. Types of Soft Skills
2. How to develop Soft Skills?

**Q-1 (B) Write about any one. (07)**

1. Characteristics of Interpersonal Communication
2. What is importance of Interpersonal Communication?

**Q-2: A- Draft a resume and an application letter for the given advertisement. (Any one) (07)**

1. A well-known company looks for a senior account manager who should be commerce graduate and has experience of more than two years in any company.
2. A reputed company is looking for an M.B.A in Human Resources with  $\frac{3}{4}$  years of experience and who knows how to work effectively with his skills.

**Q-2: B -Draft the following letter. (Any one) (07)**

1. Draft a letter of resignation to senior manager of your company and give appropriate illustrations.
2. Draft a letter of appointment to Mr Ranjan Chaturvedi as a senior software Developer in your company and congratulate him by informing about terms and policies applicable in your company.

**Q-3: A- Write a detailed note on any one. (07)**

1. What is the difference between Body language and Paralanguage?
2. Explain Verbal communication with appropriate examples.

**Q-3: B -Attempt any one of the following. (07)**

1. Objectives of Public Relations
2. Use of Mass Media for Public Relations

**Q-4: A - Write a short note on the following. (Any One) (07)**

1. Types of Proposals
2. Parts of Reports

**Q-4: B - Write on any one. (07)**

1. Draft a report of unrest among the workers and give proper justifications of enormous causes and loss in business.
2. A manufacturer Company desires to start a welfare centre for its employees. The personnel officer has been asked to draft a proposal presenting a plan for the centre.

**Q-5: A- Write a short note on the following. (Any one) (07)**

1. Importance of Speaking & Listening in Group Discussion
2. Group Discussion as a part of selection process

**Q-5: B - Draft an imaginary Group Discussion on any one. (07)**

1. Women Empowerment
2. Use of ICT in education