

B.B.A. - I (NEP) Semester-II
BC-II - Business Communication-II

P. Pages : 1

Time : Two Hours



GUG/S/25/16537

Max. Marks : 40

-
- Notes : 1. Solve **any five** Questions.
2. All questions carry equal marks.

- | | | |
|-----|--|---|
| 1. | Define Business Communication. What are the Do's and Don'ts of business writing. | 8 |
| 2. | How is business writing used to build relationships with customers? | 8 |
| 3. | Discuss in detail different skill set required for group discussion. | 8 |
| 4. | What's the role of logic and reasoning in winning a debate? | 8 |
| 5. | Discuss in detail, 'tip before going down for an interview'. | 8 |
| 6. | How do you choose questions that align with the interview's goal? | 8 |
| 7. | What is a presentation, and what are the key parts of an effective presentation. | 8 |
| 8. | How do presentations contribute to education or training settings? | 8 |
| 9. | What are the key elements of an effective sales letter? | 8 |
| 10. | Write short answers. any two . | |
| | a) Develop technical communication skill | 4 |
| | b) Class presentation. | 4 |
| | c) Different rounds of interview | 4 |
| | d) Public speaking. | 4 |
