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**B.B.A. (Semester - II) (CBCS) Examination Oct/Nov-2019**  
**BUSINESS COMMUNICATION - II**

Day & Date: Monday, 11-11-2019  
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

**Q.1 Fill in the blanks by choosing correct alternatives given below. 14**

- 1) \_\_\_\_\_ means technical language or terminology relating to a particular section of profession.
  - a) Verbosity
  - b) Adverb
  - c) Jargon
  - d) None
- 2) The informal talk or gossip in organization is known as \_\_\_\_\_.
  - a) Rumour
  - b) Grapevine
  - c) Cliché
  - d) None
- 3) A period on particular subject with practical approach is known as \_\_\_\_\_.
  - a) Symposium
  - b) Conference
  - c) Workshop
  - d) Seminar
- 4) The invention made by Alexander Graham Bell is \_\_\_\_\_.
  - a) Telephone
  - b) Facsimile
  - c) Voicemail
  - d) Mobile
- 5) \_\_\_\_\_ is a phrase which is often used while communicating and have no meaning.
  - a) Verbosity
  - b) Cliché
  - c) Jargon
  - d) None
- 6) 'Ums', 'ahs', 'aa' are \_\_\_\_\_ which are common at the time of communication.
  - a) Slang
  - b) Tone
  - c) Voice segregation
  - d) Accent
- 7) Oral communication saves \_\_\_\_\_.
  - a) Time
  - b) Money
  - c) Both
  - d) None
- 8) \_\_\_\_\_ is one of the methods of interview for periodical assessment of employee.
  - a) Problem
  - b) Grievance
  - c) Promotion
  - d) Appraisal
- 9) A random topic is given to a speaker at the same time is known as \_\_\_\_\_.
  - a) Extempore speech
  - b) Seminar
  - c) Speech
  - d) Conference
- 10) The communication between two managers of different departments is \_\_\_\_\_.
  - a) Upward
  - b) Downward
  - c) Diagonal
  - d) Horizontal
- 11) The source of rumours is \_\_\_\_\_.
  - a) Formal talk
  - b) Prompt talk
  - c) Informal talk
  - d) Formal discussion

- 12) Techniques of effective speech includes \_\_\_\_\_.  
a) Use of quotations                      b) Personal greetings  
c) Handouts                                  d) All of these
- 13) Written orders, Annual Reports are medias of \_\_\_\_\_ communication.  
a) Downward                                  b) Upward  
c) Horizontal                                  d) Diagonal
- 14) Clean and well cut nails, properly combed hairs are \_\_\_\_\_ preparation done by candidate for giving Interview.  
a) Mental                                      b) Psychological  
c) Physical                                      d) Emotional

**Q.2 Write Short Notes. 14**

- a) Extempore speech.  
b) Principles of effective oral communication.

**Q.3 Write Short Notes. 14**

- a) Speech Preparation.  
b) Group Discussion.

**Q.4 Answer the following question. (Any One) 14**

- a) What is an Interview? Explain types of interview in detail.

**OR**

- b) What are various formal channels of communication in organization?

**Q.5 Answer the following question. (Any One) 14**

- a) Explain various medias of oral communication.

**OR**

- b) What are the various uses of technology in communication explain in detail?