
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

Programme Name-BBA-Second Semester

Programme Code-BBA-12

Course Name- Business Communication

Course Code-BBA-204

Maximum Marks-40

Session -2015-16, Summer

Last Date of Submission: 15, May 2016

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Objectives of communication.
2. Essentials of a Good Business Report.
3. Sources of primary data.
4. Functions and advantages of formal communication.
5. Visual aids for presentation.
6. Grapevine communication.
7. Channels of audio-visual communication.
8. Steps for drafting an agenda.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Discuss how communication plays a crucial role in the progress of an organization. Also explain the scope and process of communication.
2. What are the various types of interview? What are the various aspects a candidate needs to pay attention during and after the interview?
3. What guidelines should an interviewer consider while conducting an interview? Also explain the methods by the interviewer to reduce bias in the interviewing process.
4. Select a corporate ad of your choice from any publication. Analyse the ad in terms of its specific objectives and the type of corporate advertising. Discuss its effectiveness.