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(Printed Pages 3)

(20526)

Roll No.

BBA-II Sem.

19031

B.B.A. Examination, May-2026

(Under NEP)

Business Communication-II

(BBA-2007)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all** questions. $3 \times 5 = 15$

1. What do you mean by Newsletter? 03
2. Define Press Conference. 03
3. What is BATNA in Negotiation? 03
4. What is the role of social media in communication? 03
5. What is personal website? 03

P.T.O.

Section-B

(Short Answer Type Questions)

Note : Attempt any **Two** questions.

$$7.5 \times 2 = 15$$

6. Define a formal report & explain its main purpose. 7.5
7. Describe the steps involved in conducting a successful interview. 7.5
8. Explain the difference between traditional media and digital media. 7.5

Section-C

(Detailed Answer Type Questions)

Note : Attempt any **Three** questions.

$$15 \times 3 = 45$$

9. What is Report? Explain the objectives and significance of report writing in an organization? 15

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10. Define oral communication and explain its importance in personal & professional life. Discuss the features of effective oral communication? 15
11. What are major barriers to cross-cultural communication? Explain with suitable example. 15
12. Define Digital Citizenship. Explain its key elements in detail. 15
13. Define an Employment interview & explain its purpose in the recruitment process? 15