



B. P. COLLEGE OF BUSINESS ADMINISTRATION
(A Constituent college of Kadi Sarva Vishwavidyalaya)

MID SEM Examination- March-2014

Date: 10/03/14

BBA SEM – II

Total marks: 60

Roll No.....

SUB: Business Communication-II (BBA 19) Duration: 3hr

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- Q.1(a) Write a short note on Intrapersonal Communication [6]
(b) Explain Pre-Bid & Kick-Off Meeting. [6]
- Q.2 Do as directed:
- a) Compulsory: [6]
- I) The study of communication through touch is known as
a. chronemics b. proxemics c. haptics d. kinesics
- II) _____ is the field dedicated to understand how people communicate.
a) Interactive Communication b) Mass Communication c. Human
Communication
- III) The resume should not only be informative but also persuasive.
a. True b. False
- IV) Culture has no influence on gestures
a. True b. False
- V) Imahori Cupach, proponed Intrapersonal Communication Theory.
a) True b) False
- VI) Official proceedings of a meeting carefully recorded are known as
its _____.
a. Agenda b. Notices c. Minutes d. None of these
- b) Enlist the particulars of Agenda for meeting. [6]
OR
- b) Write down the characteristics of interpersonal communication. [6]
- Q.3(a) Draft a letter to your Senior Manager reporting 8% loss in Q2 of financial Year 2013 [6]
(b) Explain any three stages of successful presentation. [6]
OR
- Q.3 (a) Draft a letter to your Supervisor for redress of grievance in the matter of being victim of
physical violence in the organization. [6]
(b) Write the short note on Kinesics. Explain gestures and posture. [6]
- Q.4 (a) Explain the role of chairman in meetings. [6]
(b) Explain sign language and its kind. [6]
OR
- Q.4 (a) Draft a letter to apply for 20 lacs. as education loan. [6]
(b) Draft a resume as an experienced marketing officer as an applicant for Branding officer in
Google Inc. [6]
- Q.5 Discuss the advertisement programme. [12]
OR
- Q.5 What is Questionnaire? Explain its types. [12]

