



**Institute of Management  
JK Lakshmipat University  
Jaipur**

**END TERM EXAMINATION-2018 (BACKLOG)**

**BBA-II / B. Com Sem-II**  
**Subject code: LS03**

**Course: Business Communications**  
**Time: 3 Hours**  
**MM: 50Marks**

**Instructions: Attempt any three questions from Section A. Section B is compulsory.**

**Section A**

1. Explain the communication process? Briefly explain different types of communication and which is most important among all in business context and why? [10 marks]
2. "Listening skill is the most important component of a successful communication." Do you agree or disagree? Justify your opinion [10 marks]
3. Explain the strategies you will adopt to make your presentation interesting and engaging for the audience. [10 marks]
4. "For students writing and reading skills holds immense importance". Explain why and how. List down few suggestion to improve such skills [10 marks]
5. Critically analysis your strengths and weakness in communication. State the action plan you have adopted to overcome your weaknesses and further sharpen your strengths. [10]

**Section B**

1. On a GD Topic "The third world war will be on water crises". you are required to open the discussion. Write few lines on the topic which you think will be appropriate

to start the discussion. What will be few things you should take care of while being part of GD? [10]

2. Write an essay on "Role of youth in nation building". [10]