

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : February-2026

Course Name : BBA

Date : 16-02-2026

Subject Name : Business Communication – 2

Time : 03:00PM TO 05:15PM

Subject Code : BBAAEC204

Max Marks : 70

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Write in detail about the Instant Messaging and Chatting applications.
- (2) Discuss the points to remember while writing for electronic media.

Q.-2. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Write in detail about the Email Communication.
- (2) Write steps to prepare a questionnaire.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) How to write for digital media.
- (2) Discuss the difference between advertising and marketing.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Write the list of common words used as academic vocabulary.
- (2) Discuss Interpersonal Communication at Workplace.

Q.-5. Write short notes on any two of the following topics. (14)

- (1) Write definition and important qualities of business etiquettes.
- (2) How to improve interpersonal communication at workplace?
- (3) Write in detail about the video conferencing.
- (4) Write a note on cultural sensitivity.
- (5) Describe the major types of reports.