

Dr. Babasaheb Ambedkar Open University, Ahmedabad
Term-End Examination July - 2026

Course Name : BBA/DBA
Subject Name : Business Communication – 2
Subject Code : BBAAEC204 / DBAAEC204

Date : 19-08-2026
Time : 03:00pm to 04:00pm
Max Marks : 35

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (10)

- (1) Write a note on Trade Liberalization
- (2) Write in detail about the business etiquettes.

Q.-2. Write answers to any one of the questions given below (in 1,200 words). (10)

- (1) Write in detail about the Interpersonal communication.
- (2) Discuss the points to remember while writing for print media.

Q.-3. Write short notes on any two of the following topics. (10)

- (1) Meaning and definitions of questionnaire.
- (2) Meaning and concept of press release.
- (3) Video Conferencing
- (4) Objectives of Advertisement
- (5) Academic vocabulary.

Q.-4. Select the correct response for each of the following questions (05)

(1) What is a testable statement or prediction?

- A) Thesis statement
- B) X-Axis
- C) Hypothesis
- D) Quotation

(2) What is specialized or technical language within a field?

- A) Thesis
- B) Infer
- C) Ethnography
- D) Jargon

(3) Which social media platform is often used for professional networking and business communication?

- A) Facebook
- B) Instagram
- C) LinkedIn
- D) Twitter

(4) What does the term "cultural homogenization" refer to in the context of globalization?

- A) The process of preserving and celebrating cultural diversity.
- B) The blending and standardization of cultures worldwide, leading to cultural uniformity.
- C) The rejection of foreign cultural influences.
- D) The dominance of a single global culture.

(5) Letter writing is a part of _____

- A) Verbal Communication
- B) Non verbal communication
- C) Written communication
- D) All of the above