



BBC-1601

Seat No. _____

B. B. A. (Sem. II) Examination

April / May - 2014

Business Communication - II

Time : 3 Hours]

[Total Marks : 70

Instruction : Figures to the right indicate marks.

- 1 Define communication and explain Verbal and Non Verbal communication in detail. **15**
- 2 Write a short note : (any one) **10**
 - (1) Objective of communication
 - (2) Obstacles of communication
- 3 Send an E Mail promoting a new shopping website. **10**

OR

- 3 Draft a sales Promotion letter for promoting newly launched Music Systems for cars to the agents. **10**
- 4 Arya Trading Company has been dealing in all provision and grocers items, and yearns to start one Departmental Store at the Local Premises. Assist them analyze the Feasibility and prepare the Report. **15**

- 5 Discuss the points of Report : (any five) **10**
- (1) End note
 - (2) Executive summery
 - (3) Main content
 - (4) Bibliography
 - (5) Annexure
 - (6) Acknowledgement
- 6 Read the following paragraph and make it 1/3 of its length and give a suitable title. **10**

Brahmin gurus historically offered education by means of donations, rather than charging fees or the procurment of funds from students or their guardians. Later, temples also became centers of education; religious education was compulsory, but secular subjects were also taught. Students were required to be brahmacharies or celibates. The knowledge in these orders was often related to the tasks a section of the society had to perform. The priest class, the Brahmins were imparted knowledge of religion, Philosophy, and other ancillary branches while the warrior class, the Kshatriya, were trained in the various aspects of warfare. The business class, the Vaishya, were taught their trade and the working class of the Shudras was generally deprived of educational advantages. The book of laws, the Manusmriti, and the treatise on statecraft the Arthashastra were among the influential works of this era which reflect the outlook and understanding of the world at the time.

Secular institutions cropped up along with Hindu temples, mutts and Buddhist monasteries. These institutions imparted practical education, e.g. medicine. A number of urban learning centers became increasingly visible from the period between 500 BCE to 400 CE. The important urban centres of learning were Taxila (in modern day Pakistan) and Nalanda in Bihar, among others. These institutions systematically imparted knowledge and attracted a number of foreign students to study topics such as Vedic and Buddhist literature, logic, grammar, etc. Chanakya, a Brahmin teacher, was among the most famous teacher of Takshsila, associated with founding of Mauryan Empire.
