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Total No. of Pages : 02

Total No. of Questions : 21

BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BBA-104

M.Code : 10541

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

Answer the following :

Q1. Different types of nouns using examples.

Q2. What is the difference between verb and adverb?

Q3. Give synonyms of : Begin, End

Fill in the blanks :

Q4. She _____ unhappy since she left her parental home. (was, has been, had been)

Q5. The injured child to hospital (took, was taken, has taken)

Fill in the blanks with an appropriate preposition :

Q6. They swam _____ The river (across, over, on);

Q7. I work best _____ the evening (on, in, at)

Give one word for following :

Q8. Practice of having several wives.;

Q9. A life history written by somebody else

Q10. Decoding in communication

Q11. Circular

Q12. Types of departmental communication

Q13. Business Communication

SECTION-B

UNIT-I

Q14. What are different types of tenses and their importance in business communication? Demonstrate the use of different tenses with the help of suitable examples.

Q15. What are the basic parts of speech and their utility in business communication?

UNIT-II

Q16. What are simple, compound and complex sentences? Give three examples of each to clarify differences.

Q17. "For effective communication correct word usage is very important". Justify the statement in the light of usage of homonyms, antonyms and synonyms.

UNIT-III

Q18. Bring out the importance of business communication highlighting the barriers which can make this communication ineffective.

Q19. What are the important models of communication to ensure effectiveness in business messages?

UNIT-IV

Q20. How can positive gestures, symbols and physical appearance contribute as non-verbal methods? Give suitable examples.

Q21. Build a conversation between employee union and CEO of the organization regarding negotiations relating to bonus and employee incentives.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.