

Roll No.

Total No. of Pages :02

Total No. of Questions : 09

BBA (2013to 2017)/B.SIM/BRDM (2014 & Onwards)

(Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code :BBA-104

M.Code : 10541

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :
 - a. Business communication
 - b. Difference between direct and indirect speech
 - c. Feedback
 - d. Strategies to develop fluency in oral communication
 - e. Types of letter writing
 - f. Significance of facial expressions and eye contact in oral communication
 - g. Non-verbal communication
 - h. State the usefulness of business letter
 - i. What are Circular letters?
 - j. Business Etiquettes

SECTION-B

UNIT-I

2. Do as directed :
 - a. This is the hole. The snakes live here. (Combine the sentences using relative pronoun).
 - b. The Ganga is sacred river. (Use suitable article in the blank space)
 - c. The dog sprang the table. (Use suitable preposition in the blank space).

- d. It appears, I haven't been to the theater ages. (Use suitable preposition in the blankspace)
- e. Industrial wastes pollutes/pollute the atmosphere. (Rewrite using correct verb form)
3. In the following passage, fill in each of the numbered blanks with the correct form of word given in brackets :
- But just when I had almost(0) (give) up hope, I was(1) (strike) with a brilliant idea; my birthday was due fairly soon and if I(2) (deal) with the family skillfully, I (4) (suggest) to the family that, instead of (5) ~~(let)~~ them choose my presents, I(6) (may) tell them the things that I (want) most.

UNIT-II

4. Change the following into Indirect Speech.
- a. Shanta said, "Amit worked sincerely".
- b. She said, "We came to this place only a week ago."
- c. Sonali said to me, "What can I do for you"?
- d. The teacher said to the students, "Have you revised your lesson?"
- e. The priest said to me, "May God bless you!"
5. Fill in the blanks with the correct comparative/ superlative degree of adverbs in the brackets.
- a. Rohit acted than his brother. (wisely)
- b. Little Zoya reached the school of all the children of her age. (happily)
- c. The teacher came and sat to me. (near)
- d. He talked to the stranger than his sister, (politely)
- e. Of all the Mughal kings, Aurangzeb acted the (aggressively)

UNIT-III

6. What are the principles of effective communication? Explain.
7. Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner.

UNIT-IV

8. What is the role of non-verbal communication in the success of an organization? Explain with examples.
9. List down any five key principles of business letter writing. Explain the different parts of a business letter.

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.