

Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

B.Sc.(Business Economics) (BBE) (2015 to 2017) (Sem.-1)

BUSINESS COMMUNICATION – I

Subject Code : BBE-104

M.Code : 72694

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

SECTION-A

1. Answer briefly :
 - a. Define Business communication.
 - b. Differentiate between encoding and decoding.
 - c. What is meant by Feedback?
 - d. What are the various ways to develop fluency in oral communication?
 - e. Give one example each of assertive and interrogative sentences.
 - f. What is noise in communication?
 - g. Briefly explain Shannon and Weaver's model of communication.
 - h. State the usefulness of business letter.
 - i. What is the significance of positive gestures in communication?
 - j. What are Business etiquettes?

SECTION-B

UNIT-I

2. Do as directed :
 - a. This is the hole. The mice live here. (Combine the sentences using relative pronoun).
 - b. The Gita is sacred book. (Use suitable article in the blank space)
 - c. The dog sprang the table. (Use suitable preposition in the blank space)
 - d. He cannot see his birth. (Use suitable preposition in the blank space)
 - e. Industrial wastes are the river (dump). (Rewrite using correct verb form)
3. In the following passage, fill in each of the numbered blanks with the correct form of verb given in brackets :
 - a. The members are to the city tomorrow evening. (go)
 - b. Her brothers are for the train (leave).
 - c. That joke has been around the office (hear).
 - d. Tammy tomatoes in her garden this year (grow).
 - e. My father packages to department stores each day (deliver).

UNIT-II

4. Change the following into Indirect Speech :
 - a. Ruby said, "Amit is sincere".
 - b. Romi said, "We went to Taj a week ago".
 - c. Sonali said to me, "What can I bring for you from Japan?"
 - d. The teacher said to the students, "Have you revised your lesson?"
 - e. The priest said to Rohan, "Pray to God for prosperity".

5. Fill in the blanks with the correct comparative/ superlative degree of adverbs in the brackets :
- a. Rohit acted than his brother. (smartly)
 - b. Farida reached the school of all the children of her age. (quickly)
 - c. The teacher came and sat to me. (near)
 - d. He talked to the stranger than his sister. (politely)
 - e. Of all the brothers, Raman acted the (aggressively).

UNIT-III

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

UNIT-IV

- 8. What is the significance of non-verbal communication in an organization? Explain with examples.
- 9. List down various types of business letter writing. Explain the different parts of a resignation 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.