

Roll No.

Total No. of Questions : 09]

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BBA (Sem. - 1st)

BUSINESS COMMUNICATION - I

SUBJECT CODE : BBA - 104 (2012 Batch)

Paper ID : [C1124]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any One question from each sub-unit in Section B.

Section - A

Q1)

(10 × 2 = 20)

- a) Correct the following sentences
 - i) I asked for his book, but he did not lend me.
 - ii) The boy who does best he will get a prize.
- b) Fill in the blank with suitable prepositions.
 - i) There is nothing new _____ the sun.
 - ii) The exercise was written _____ me _____ a camlin pen.
- c) Fill in the correct verb
 - i) Ashok fell off the ladder when he _____ the roof.
 - ii) Abdul _____ to be a doctor.
- d) Combine each set of sentences into one simple sentence by using prepositions with nouns.
 - i) He attended his duties. He earned promotion.
 - ii) The judge gave his decision. The court listened silently.
- e) Put the following in indirect speech
 - i) 'Sit down, boys', said the teacher.
 - ii) 'Go down to the bazaar. Bring me some oil and a lump of ice.' ordered his mother.
- f) Punctuate the following with commas
 - i) History it has been said is the essence of innumerable biographies.
 - ii) Nuclear bomb testing fills the air with radioactive dust and leaves many areas uninhabitable for centuries.

- g) List any four barriers to effective communication.
- h) What are 7Cs of communication?
- i) List kinds of business letters.
- j) What is the need for intra departmental communication?

Section - B

(Unit - I)

(4 × 10 = 40)

Q2) What are different kinds of nouns? Form abstract Nouns from the following adjectives.

a) Length	b) Cruel	c) Short	d) Wide
e) Young	f) Bitter	g) Prudent	h) Wise
i) Humble	j) Strong		

OR

Q3) What is a conjunction? What are different classes of conjunctions? Fill in the blanks with appropriate conjunctions.

- a) Be just _____ fear not.
- b) I ran Fast, _____ I missed the train.
- c) He fled, _____ he was afraid.
- d) Make haste, _____ you will be late.
- e) _____ you try, you will not succeed.
- f) I am sure _____ he said so.

(Unit - II)

Q4) What is a principal and subordinate clause in a sentence? What is the difference between compound and complex sentence? In the following complex sentences identify the main and the subordinate clause.

- a) I went because I was invited.
- b) He came oftener than we expected.
- c) Whatever you do, do well.
- d) He trudged on though he was tired.
- e) There was one philosopher who chose to live in a tub.

OR

Q5) Write short notes on following

- a) What is the difference between Homonyms, Autonyms and synonyms? Give examples.
- b) Positive, Comparative and Superlative degrees of comparison.

(Unit - III)

Q6) Discuss the communication process while highlighting the barriers to effective communication.

OR

Q7) What do you mean by business communication? How is it different from normal day to day communication? What is the role of 7Cs in improving effectiveness of business communication?

(Unit - IV)

Q8) Write an application applying for a job advertised in leading Newspaper. Attach your CV

SITUATION VACANT : Management Trainee/Business Analyst Job

Date: Sep 3, 2013

Location: Gurgaon, HARYANA,

Qualifications

MBA, Master's degree In Economics, Statistics or related fields from a reputed institute.

-Proficiency with programming In SAS/SQL/JAVA.

-Ability to drive results with strong thought leadership.

-Strong analytical & problem solving skills.

-Excellent communication and relationship building skills.

-Demonstrated ability to work effectively, manage and integrate with cross-functional business partners worldwide.

OR

Q9) What is non verbal communication? Why is it important in Business context? What are major components of Non verbal communication?

