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Total No. of Pages: 02
Total No. of Questions: 09

BBA, BRDM, Bachelor in Service Industry Management (Sim) (Sem.-1st)

BUSINESS COMMUNICATION-I

Subject Code: BBA-104

Paper ID: [C1124]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTION TO CANDIDATES:

1) Section -A has 10 compulsory short notes of two marks each.

2) Section B has 08 questions of 10 marks each (two questions from each unit with choice between 2 and 3 (unit i), 4 and 5 (unit ii), 6 and 7 (unit iii) and 8 and 9 (unit iv). It is compulsory to attempt one question from each unit.

SECTION-A

Q.1. 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) I bought it.....seventy rupees.
- ii) He broke the jug.....a hundred pieces.

c) Fill in the correct verb

- i) When he lived in Hyderabad, he..... To the cinema once a week
- ii) I..... Rahim at the Zoo

d) Combine each set of sentences into one simple sentence by using prepositions with nouns.

- i) He must confess his fault. He may thus escape punishment.
- ii) I forgave him his fault. That has not prevented him from repeating it.

e) Put the following in indirect speech

- i) The teacher said to him. "Do not read so fast".
- ii) He said to me. "Wait until I come".

f) Punctuate the following with comma

- i) When I was in Delhi I visited Red Fort Outab Minar Raj Ghat India Gate and Chandni Chowk

ii) Your wife would give you little thanks is she was present to hear you make this offer.

g) List kinds of business letters

h) List do's and don't of reviewing a newspaper article

i) List major heads of CV

j) What is the need for intra departmental communication?

SECTION-B

Unit-I

Q.2. What are different kinds of nouns? Form abstract Nouns from the following adjectives

- | | | | |
|-------------|------------|------------|------------|
| i) Ignorant | ii) Cruel | iii) just | iv) Wide |
| v) Sane | vi) Vacant | vii) proud | viii) Wise |
| ix) Vain | x) Sweet | | |

OR

Q.3. What is a conjunction? What are different classes of conjunctions? Fill in the blanks with appropriate conjunctions

- i) Open rebuke is better..... Secret love
- ii.) you eat too much you will be ill
- iii) I shall not go.....I am invited
- iv) He has succeeded better.....he hoped
- v) I do it.....I choose to
- vi) duty calls us we must obey

Unit-II

Q.4. What is the difference between simple, compound and complex sentence? In the following complex sentences identify the main and the subordinate clause

- i) Quarrels would not last long if the fault were only on one side.
- ii) Tell me the news as you have heard
- iii) He that has most time has none to lose
- iv) Everything comes, if a man will only work and wait.
- v) My heart leaps up when I behold a rainbow in the sky

OR

Q.5. What do you understand by transformation of sentence? Please write short notes on following forms of transformation

- i) Interchange of degree of comparison
- ii) Interchange of active and passive voice
- iii) Interchange of interrogative and assertive sentences.

Unit-III

Q.6. Discuss the communication process while highlighting the barriers to effective communication. Also suggest ways of decreasing these barriers.

OR

Q.7. What is importance of business communication? Outline Shannon and Waver's model of Communication. What are the essentials of improving effectiveness of business communication?

Unit-IV

Q.8. Write short notes on following:

- i) 10 rules for Email etiquettes
- ii) Layout of a letter.

OR

Q.9. Differentiate between verbal and non verbal communication? What are major components of Non verbal communication?