

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches)
BRDM/Bachelor in Service Industry Management (SIM) (2014 & Onwards)
(Sem.-1)

BUSINESS COMMUNICATION – I

Subject Code : BBA-104

Paper ID : [C1124]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A is COMPULSORY carrying TWENTY marks.**
- 2. SECTIONS-B consists of THREE Sub-sections : Units-I, II, III and IV.**
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.**
- 4. Student has to attempt ONE question from each Unit.**

SECTION-A

I. Write briefly (in 2-5 Lines) :

- a. Define noun and its types with examples.
- b. Give 2 examples of the following :
 - (i) Homonyms
 - (ii) Antonyms
 - (iii) Synonyms
- c. Explain non-verbal communication.
- d. Write about the relevance of feedback in communication.
- e. Explain process of encoding and decoding of messages.
- f. Suggest ways to reduce/eliminate “noise” in communication.
- g. Write a brief note on layout of letter writing.
- h. Discuss importance of horizontal communication.
- i. Explain “positive gestures” in communication.
- j. What is meant by “conversation building”.

SECTION-B

UNIT - I

2. Define “Parts of speech”, with examples.
3. Write a note on “Tenses”, in English language.

UNIT - II

4. Define with examples :
 - (i) Simple
 - (ii) Complex
 - (iii) Compound sentences.
5. Define with examples :
 - (i) Affirmative
 - (ii) Negative
 - (iii) Interrogative
 - (iv) Assertive sentences

UNIT - III

6. Write an extended note on : “*Barriers to Effective Communication*”.
7. Explain 7C’s of communication, with instances.

UNIT - IV

8. List and explain major types of Business Letter Writing.
9. Write a detailed note on “*Business Etiquettes*”, with instances.