

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

BUSINESS COMMUNICATION-I

Subject Code : BBA-104

Paper ID : [C1124]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
- 2. SECTIONS-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 brief answers to the following questions :**

- a. Give the synonyms of : Abundance, Dangerous
- b. Give the antonyms of : Health, Attack
- c. Change the following words into nouns :
Excited, Beautiful.
- d. Name any 5 C's of Communication.
- e. What is the purpose of request letters?
- f. What is a pronoun?
- g. Give examples of future tense.
- h. What are the types of essays?
- i. What are the various types of letters?
- j. What are articles?

SECTION-B

UNIT-I

2. Discuss any five basic parts of speech. Quote relevant examples for the same.
3. Discuss the use of Prepositions, conjunctions and Interjection in detail.

UNIT-II

4. Explain the formation of simple, compound and complex sentences with suitable examples.
5. Quote the examples for Direct and Indirect speech.

UNIT-III

6. Give in detail the various barriers of Communication.
7. Discuss the history of Communication and also explain the Shannon and Weaver's model of communication.

UNIT-IV

8. Discuss the importance of non-verbal communication.
9. Draft a business letter to XYZ Company regarding the renewal of the Annual Maintenance Contract for furniture of your company.