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Total No. of Pages : 03

Total No. of Questions : 09

BBA (2014 to 2017) (Sem.–1)

BUSINESS COMMUNICATION–I

Subject Code :BBA-104

M.Code : 10541

Time : 3 Hrs. Max. Marks : 60

INSTRUCTION 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. Do as directed/Write short notes on :

a) Identify the noun and its type

(i) The mob was agitated over the cutting of trees in large number.

(ii) Rehan's intelligence and wit brought him laurels.

b) Use as adverb and adjective

(i) Fast

(ii) Clever

c) Identify the tense and its type

(i) If it stops raining, we will go to market

(ii) I am done with you

d) Transform the following sentences.

(i) She is the best student in the class. (Comparative degree)

(ii) Who broke the jug? (Passive form)

e) Change the Narration:

(i) Teacher said, "Keep Silence."

(ii) Sunaina exclaimed with joy that it was a beautiful scene.

f) Non-verbal communication

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g) Types of Noise

h) Types of letter writing

i) Business etiquettes

j) Conversation building

SECTION-B

UNIT-I

2. **Put Punctuation marks in the following paragraph :**

I'll never forget summer camp two weeks of cramps and campfires and slugs in my underwear. One night I got lost in the woods the witch crafted spine-tingling woods. I don't know how I managed to get lost one moment I was marching along with my fellow scouts and the next I was marching alone. When I realized what had happened I responded like a true Boy Scout of America I sat down on a toadstool and sobbed. Oh I knew I was going to die out there. I waited for the gnats that sew your lips shut the owls that peck out your eyes the spiders that drop eggs on your tongue and the wolves that drag your carcass to their dens. I knew that by the time they found me there would be nothing left of me but my neckerchief slide. I imagined them taping it to a postcard and mailing it home to my dad. When I ran out of tears I started singing Oh, they built the ship Titanic to sail the ocean blue. And just then a flashlight found me. My patrol leader asked what I was doing out here in the woods and I spit on my palms and said don't worry about me. I can take care of myself. That night I dreamed of dragons in the pines and I woke up screaming.

3. (A) Give one word substitution for the following :

a) A group of Singers

b) A collection of Books

c) A group of Bees

d) A group of Fish

e) A group of Soldiers.

(B) Use the following idioms in sentences:

a) A couch potato

b) Actions speak louder than words

c) Add insult to injury

d) Ball is in your court

e) Beat around the bush

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UNIT-II

4. (A) Give Synonyms of the following :
   a) Beautiful
   b) Brave
   c) Victorious
   d) Convert
   e) Sad

   (B) Give Antonyms of the following :
   a) Ogre
   b) Wise
   c) Criticize
   d) Command
   e) Blessed

5. (A) Do as directed :
   a) He was a lot tired to go to the party (change into compound)
   b) The snake was killed mercilessly by the boy (change the voice)
   c) Who does not love his country? (change into affirmative)
   d) Taj Mahal is a beautiful monument of India. (change into comparative)
   e) Use tender as homonym in two different sentences to clarify the meaning.

   (B) Draft a conversation between a mother and daughter about the career opportunities available for the daughter.

UNIT-III

6. What is the importance of business communication? Discuss the barriers to effective communication with example.
7. Write a detailed note on Shannon and Waver's model of communication.

UNIT-IV

8. What are the functions of business letter writing? Explain the full block layout of letter writing.
9. Explain the importance of non-verbal communication in detail.

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.

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