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Total No. of Pages :02

Total No. of Questions : 09

**BBA (2013to 2017)/B.SIM/BRDM (2014 & Onwards)**  
**(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. Write briefly :**

- a. Business communication
- b. Difference between direct and indirect speech
- c. Feedback
- d. Strategies to develop fluency in oral communication
- e. Types of letter writing
- f. Significance of facial expressions and eye contact in oral communication
- g. Non-verbal communication
- h. State the usefulness of business letter
- i. What are Circular letters?
- j. Business Etiquettes

**SECTION-B**

**UNIT-I**

**2. Do as directed :**

- a. This is the hole. The snakes live here. (Combine the sentences using relative pronoun).
- b. The Ganga is ..... sacred river. (Use suitable article in the blank space)
- c. The dog sprang ..... the table. (Use suitable preposition in the blank space).



d. It appears, I haven't been to the theater ..... ages. (Use suitable preposition in the blank space)

e. Industrial wastes pollutes/pollute the atmosphere. (Rewrite using correct verb form)

3. **In the following passage, fill in each of the numbered blanks with the correct form of word given in brackets :**

But just when I had almost (0) ..... (give) up hope, I was (1) ..... (strike) with a brilliant idea; my birthday was due fairly soon and if I (2) ..... (deal) with the family skillfully, I (4) ..... (suggest) to the family that, instead of (5) ..... (let) them choose my presents, I (6) ..... (may) tell them the things that I ..... (7) ..... (want) most.

#### UNIT-II

4. **Change the following into Indirect Speech.**

a. Shanta said, "Amit worked sincerely".

b. She said, "We came to this place only a week ago."

c. Sonali said to me, "What can I do for you?"

d. The teacher said to the students, "Have you revised your lesson?"

e. The priest said to me, "May God bless you!"

5. **Fill in the blanks with the correct comparative/ superlative degree of adverbs in the brackets.**

a. Rohit acted ..... than his brother. (wisely)

b. Little Zoya reached the school ..... of all the children of her age. (happily)

c. The teacher came and sat ..... to me. (near)

d. He talked to the stranger ..... than his sister, (politely)

e. Of all the Mughal kings, Aurangzeb acted the ..... (aggressively)

#### UNIT-III

6. What are the principles of effective communication? Explain.

7. Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner.

#### UNIT-IV

8. What is the role of non-verbal communication in the success of an organization? Explain with examples.

9. List down any five key principles of business letter writing. Explain the different parts of a business letter.

**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.**