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Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2013 to 2017)/B.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****Q1 Write briefly :**

- a) Effect of noise on communication.
- b) Common errors of adjective.
- c) Essential of effective oral communication.
- d) Conversation building.
- e) What is facts & inferences?
- f) Business letter as a mean of goodwill.
- g) Jargon's effects in business letter.
- h) Kinesics.
- i) Art of self-presentation.
- j) What is press release?

## SECTION-B

### UNIT-I

- Q2 How punctuation can help in making written communication more understandable? Explain with example.
- Q3 What do you mean by Conjunction and Interjection? Also state various common errors of communication.

### UNIT-II

- Q4 What do you mean by transformation of sentences? State the difference between Compound and Complex formation of sentences.
- Q5 a) Difference between Affirmative & Assertive sentences.  
b) Difference between Homonyms & Synonyms.

### UNIT-III

- Q6 “*Communication in an organization is multidirectional*”. Discuss the statement. Briefly explain the types of channel of communication based on direction.
- Q7 What is Self-development? How self-development improve communication?

### UNIT-IV

- Q8 What are circular letter? How are they different from office circular? Explain briefly the main objective of writing circular letter.
- Q9 a) Difference between Sales letter & Request letter.  
b) What do you mean by Business Etiquette?