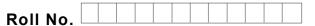
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Total No. of Pages : 02

Total No. of Questions : 09

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BBA (2013 to 2017)/B.SIM/BRDM (2014 & Onwards)

(Sem1	
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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

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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?



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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?