

Total No. of Questions: 6

Total No. of Printed Pages: 2

Enrollment No.....



Faculty of Management Studies  
End Sem Examination Dec-2023  
MS3AE02 Business Communication -I

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Synonym of – Awful 1  
(a) Incredible (b) Terrible (c) Cheerful (d) Wonderful
- ii. Antonym of Clumsy is- 1  
(a) Bright (b) Neat (c) Graceful (d) Gentle
- iii. In which category of non-verbal communication eye contact comes- 1  
(a) Haptics (b) Artifact (c) Proxemics (d) Oculistics
- iv. Nodding and frowning are part of- 1  
(a) Paralanguage (b) Proxemics  
(c) Kinesics (d) Artifacts
- v. Listening is a/an \_\_\_\_\_ activity. 1  
(a) Involuntary (b) Voluntary  
(c) Both (a) and (b) (d) None of these
- vi. Selective listening is \_\_\_\_\_ communication. 1  
(a) Listening to part of (b) Focusing on  
(c) To critically analysing (d) None of these
- vii. To break the monotony in a speech \_\_\_\_\_ is required. 1  
(a) Humour (b) Constant tone  
(c) Low voice (d) Sad story
- viii. We can establish a rapport with audience by \_\_\_\_\_. 1  
(a) Pointing a finger (b) Making eye contact  
(c) Waving your hands (d) Standing erect
- ix. The other name of job application is \_\_\_\_\_. 1  
(a) Sales letter (b) Cover letter  
(c) Both (a) and (b) (d) None of these

[2]

- x. Letter of enquiry also known as: 1  
(a) Calling quotation (b) Sending quotation  
(c) Reply to enquiry (d) None of these
- Q.2 i. Give one word for: 4  
(a) One who is lover of books  
(b) One who has strange Habits  
(c) One who pretends to be what he is not  
(d) One who loves mankind
- ii. What are homonyms? Explain with two suitable examples, meaning & usages. 6
- OR iii. Give meaning of pair of words and use them in sentences: 6  
(a) Principle and Principal  
(b) Birth and Berth  
(c) Marry and Merry
- Q.3 i. What is communication? Enlist the seven C's of communication 4  
ii. Explain various barriers to communication. 6
- OR iii. Discuss the different types of non-verbal communication. 6
- Q.4 i. Define listening. How it differs from hearing? 4  
ii. Discuss the process of listening in detail. 6
- OR iii. Elaborate the types of listening with professional examples. 6
- Q.5 i. What is the need of audience research in oral presentation? 4  
ii. Discuss the importance of body language in oral presentation. 6
- OR iii. What is PPT? Elaborate the do's and don'ts of preparing a PPT. 6
- Q.6 Attempt any two: 5  
i. Discuss the rules of Precis writing. 5  
ii. Write a paragraph on 'Impact of Pandemic Covid-19 on Society'. 5  
iii. Discuss the elements of business letters. 5

\*\*\*\*\*