

B.B.A. (Part-I) Semester-I (Old) Examination**BUSINESS COMMUNICATION****BBA/102**

Time : Three Hours]

[Maximum Marks : 80

Note :— All sections are compulsory.**SECTION-A**

1. Multiple choice questions (1 mark each) :

20×1 = 20

- (1) Electricity / Computer breakdown is ____ barrier in communication.
- (a) Mechanical (b) Physical
- (c) Status (d) Semantic
- (2) Communication process involves at least ____ person(s).
- (a) One (b) Two
- (c) Three (d) Four
- (3) The transfer of information between people who are neither in the same department nor on the same level is called ____ communication.
- (a) Horizontal (b) Diagonal
- (c) Vertical (d) Upward
- (4) ____ communication implies conveying message through spoken words.
- (a) Written (b) Oral
- (c) Vertical (d) Non-verbal
- (5) ____ letters are negative message, sent to a candidate after he/she has been rejected.
- (a) Regret (b) Follow up
- (c) Selection (d) Rejection
- (6) When a same letter is to be sent to a large number of persons or to a public at large it is known as ____.
- (a) Memo (b) Circular
- (c) Order (d) Form letter
- (7) ____ is used for indicating the theme of the letter.
- (a) Heading (b) Subject line
- (c) Salutation (d) Reference Number

- (8) A letter written in reply to a trade enquiry is called ____.
- (a) Sales letter (b) Order
(c) Enquiry letter (d) Quotation
- (9) Post Script or P.S. is used to highlight additional information and comes ____ the main body of letter.
- (a) After (b) Between
(c) Before (d) None of these
- (10) Most ____ letters begin with a "Congratulations" which conveys the positive message right at the onset of the letter.
- (a) Selection (b) Regret
(c) Follow up (d) Credence
- (11) A ____ is a career document which records your employment history, education and training details.
- (a) Letter (b) Resume
(c) Form (d) Certificate
- (12) A ____ is a certificate testifying the character and qualification of a person in whose favour it is used.
- (a) Circular (b) Interview letter
(c) Testimonial (d) Work experience letter
- (13) ____ is the process of making yourself look neat, attractive and presentable.
- (a) Soft Skill (b) Grooming
(c) Hard Skill (d) Interview
- (14) Which of the following is Interpersonal skill training ?
- (a) Hard Skill (b) Intermediate Skill
(c) Soft Skill (d) Basic Skill
- (15) A ____ is for testing mainly, how forcefully you can assert yourself among group members.
- (a) Interview (b) Appraisal
(c) Group discussion (d) Test
- (16) Types of Interview include ____.
- (a) Job Interview (b) Appraisal
(c) Personal (d) All of the above

- (17) A ____ is a Computer Software application that performs the task of composing, editing, formatting and printing of documents.
- (a) Overhead Projector (b) LCD
(c) Word processor (d) Printer
- (18) ____ can help you gauge the audience's reaction and help rectify the situation.
- (a) Eye contact (b) Take away
(c) Stage fear (d) Hook
- (19) A fax is a sort of ____.
- (a) Group Communication (b) E-mail
(c) Facsimile (d) Bandwidth
- (20) E-mail is used for ____.
- (a) Receiving mail (b) Sending mail
(c) Receiving and sending mail (d) Voice mail

SECTION-B

Short answer type questions (4 marks each)

5×4=20

1. (a) Explain the advantages of non-verbal communication.

OR

- (b) Define the term communication and its characteristics.

2. (a) Write a circular letter to your dealers about launching of a new consumer product.

OR

- (b) Write a short note on Importance of effective business correspondence.

3. (a) Write an application for the post of General Manager to the Shree Radhe Industries, Gondia.

OR

- (b) What points are to be considered while drafting a Resignation Letter ?

4. (a) Explain the term Soft Skill and its importance.

OR

- (b) Explain different types of Interview.

5. (a) Write a short note on Video Conferencing.

OR

- (b) Write a short note on "fax" as a modern means of communication.

SECTION-C

Long answer type questions (8 marks each)

5×8=40

1. (a) Explain the Barriers to communication.

OR

- (b) Explain the process of communication.

2. (a) Draft a letter to an Insurance company inquiring about the Mediclaim Insurance Policy.

OR

- (b) Explain the layout of an Effective Business letter.

3. (a) Write an application for the post of Marketing Manager as per the advertisement given by Britannia Food Product Pvt. Ltd., Mumbai.

OR

- (b) Explain the contents of Resume and Draft the Resume.

4. (a) Discuss Do's and Don'ts of oral presentation.

OR

- (b) Explain the concept of Interview and which points you will keep in mind while presenting yourself for Interview ?

5. (a) Explain the term E-mail and write its advantages and disadvantages.

OR

- (b) Explain any 3 modern means of communication.