

Roll No.....

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BBA/M-17
BUSINESS COMMUNICATION-I
Paper: BBA-113

Time: Three Hours

Maximum Marks: 80

Note: Attempt five questions including No. 1 which is compulsory. All questions carry equal marks.

Compulsory Question

1. Write answers of the following questions in short :
 - (a) Describe the functions of Business Communication.
 - (b) What are the different types of Barriers?
 - (c) What do you understand by Shannon-Weaver Model?
 - (d) Give two reasons of arising Communication
 - (e) Mention the seven Cs of Effective Communication.
 - (f) How does feedback affect the Communication process.
2. What do you understand by Business Communication? Discuss different modes of communication.
3. Correct the following sentences :
 - (a) All his furnitures are cheap.
 - (b) I seldom or ever go to the pictures.
 - (c) I prefer talking than sleeping.
 - (d) The students are quarrelling with each other.
 - (e) The girl is my sister who is cooking food.
 - (f) Everyone of us should do our work.
 - (g) Police is running after the thief.
 - (h) One must not go back on his words.
4. Correct the following as directed :
 - (a) He kept his promise. (voice)
 - (b) She will pay the bill. (voice)
 - (c) Please read out the letter. (voice)
 - (d) She spoke more quicker than he did.
 - (e) I shall see you as soon as he will come.
 - (f) It is me who is at fault.
 - (g) She does not know to sign.
 - (h) Twenty miles are a long distance.
5. Answer the following short answer questions on grammar :
 - (a) What do you mean by Helping verb?

- (b) Distinguish between Proper noun and Common noun.
- (c) What do you mean by Definite article?
- (d) Name the eight parts of speech.

6. (a) Write Antonyms :

- (i) Demise
- (ii) Hatred
- (iii) Exalt
- (iv) Guilt
- (v) Intelligence
- (vi) Kindness
- (vii) Melody
- (viii) Plan.

- (b) (i) Neat
- (ii) Loathe
- (iii) Misfortune
- (iv) Hunger
- (v) Flout
- (vi) Eminent
- (vii) Belated
- (viii) Adhere.

- 7. Write an application for the post of a Manager to the Director of a company.
- 8. Distinguish between Non-verbal and Verbal communication. Give advantages and disadvantages of Non-verbal communication.