

BBA/M-16
Business communication
PAPER-BBA-113

Time Allowed: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Short answer type questions.

- (a) Why business depends upon communication to a great extent?
 - (b) Describe the components of Communication.
 - (c) What are the good business E-mail etiquettes?
 - (d) What are the business uses of Social media?
 - (e) What is the role of physical appearance, the art of self presentation and conduct in Effective communication?
 - (f) What are the essentials of Effective communication?
2. What are the benefits and importance of Effective communication in an organization?
3. Correct the following sentences :
- (a) John doesn't feel badly.
 - (b) She filed the records quick.
 - (c) There is several reasons why we should act.
 - (d) The sales people and their manager is in the favour of the proposal.
 - (e) The committee have carefully studied the proposal.
 - (f) The reasons was because he did not submit a report.
 - (g) By working hard, your goal can be reached.
 - (h) Believing that you will want an analysis of sales for November, we have sent you the figures.
4. Explain your corrections.
- (a) His brother committed a thiefhood in his own house.
 - (b) The fleet of ships move at a uniform speed.
 - (c) The women demanded her right to live.

- (d) He and I have done his duty.
- (e) Rise your hands if you are in support of this candidate.
- (f) The cat killed the mouse. (Change the voice).
- (g) The book is worth to read.
- (h) The train just left the station.

5. Correct the following (Propositions) :

- (a) The dog ran through the road.
- (b) The cat jumped on the chair.
- (c) I have no use for it.
- (d) The ladder leaned with the wall.

6. (a) Write antonyms :

- (i) Adopt.
- (ii) Exceptional.
- (iii) Fair.
- (iv) Growth.
- (v) Analysis.
- (vi) Fact.
- (vii) Arrogant.
- (viii) Offensive.

(b) Write synonyms :

- (i) Obtuse.
- (ii) Meagre.
- (iii) Gaity.
- (iv) Lucky.
- (v) Brevity.
- (vi) Credible.
- (vii) Surplus.
- (viii) Pathetic

7. How a letter should be planned ? Draft an application to apply for salary advance.

8. What is Non-Verbal communication? How gestures, symbols and signs make communication effective?

