

Roll No.....

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14301

BBA/M-18
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 type questions :
 - (a) What are the main components of communication process?
 - (b) What do you understand by Thill and Bovee Model?
 - (c) What is meant by barriers to communication?
 - (d) Why do scholars use different models to interpret communication?
 - (e) What are the ways of effective internal communication?
 - (f) Mention different types of barriers to communication.
2. Explain the principal barriers to management communication and suggest measures for their improvements.
3. Correct the following sentences :
 - (a) Each of them have their credit card.
 - (b) This dress is superior than yours.
 - (c) The principal and chairman are my friends.
 - (d) This is the most wisest plan.
 - (e) She has lost her ten-years old daughter
 - (f) The cattle is grazing in the field.
 - (g) The man with his children were arrested.
 - (h) He is too brave to face a lion.
4. Do you following as directed :
 - (a) Will you help me? (voice)
 - (b) He was watering the plants. (voice)
 - (c) I can lift this lion. (voice)
 - (d) Let you and I go there (“)
 - (e) Mumbai is farther than Gwalior. (“)
 - (f) He needs only few chairs. (“)
 - (g) Neither of them were prepared for the task. (“)
 - (h) I am much thankful to you. (“)

5. Answer the following short questions on grammar :
- (a) Define singular and plural nouns.
 - (b) Give two examples of each preposition showing time and movement.
 - (c) What do you mean by indefinite article?
 - (d) Name at least four types of pronouns.
6. (a) Write antonyms :
- | | |
|----------------|------------------|
| (i) Threat | (ii) Sober |
| (iii) Rotation | (iv) Regret |
| (v) Pity | (vi) Neglect |
| (vii) Obscene | (viii) Mildness. |
- (b) Write synonyms :
- | | |
|---------------|----------------|
| (i) Mystery | (ii) Greatness |
| (iii) Hostile | (iv) Guidance |
| (v) Amiable | (vi) Chaste |
| (vii) Deplete | (viii) Able |
7. Write a letter to a sports dealer for complaining against inferior/defective sports items.
8. Discuss in detail the seven C's of effective business communication.