

Roll No. ....

May 2010

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**BBA (Sem. - 1<sup>st</sup>)**  
**BUSINESS COMMUNICATION - I**  
**SUBJECT CODE : BB - 105**  
**Paper ID : [C0205]**

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

**Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

**Section - A**

**Q1)**

**(10 x 2 = 20)**

- a) Correct the following sentences :
  - i) Rohit is the most intelligent of the two management trainees.
  - ii) Either he or you has to complete the job.
- b) Fill in the blanks with suitable prepositions :
  - i) What is he \_\_\_\_\_ you?
  - ii) He killed the snake \_\_\_\_\_ stone.
- c) Select words from the brackets to fill in the blanks :
  - i) All efforts of the doctor to find the \_\_\_\_\_ went in \_\_\_\_\_ (vein, vain).
  - ii) We should not \_\_\_\_\_ our vote in favour of a candidate who believes in the \_\_\_\_\_ system. (Caste, cast).
- d) Write antonyms of the following words :  
Entrance, economical
- e) Write synonyms of the following words :  
Command, magnificent.
- f) Change the voice :
  - i) Will you not invite him to party?
  - ii) The superstitious farmers readily believe his stories.

- g) Join the following sentences using appropriate conjunctions :
- The movie does not have a good story. It does not have good music.
  - It was extremely hot inside. We continued to work.
- h) Fill in the blanks with adjectives formed from the words given in the brackets :
- Ruby and emeralds are \_\_\_\_\_ stones (Price).
  - She could not handle that \_\_\_\_\_ child. (Trouble).
- i) Rewrite the following sentences to make idiomatic expressions clear
- Wherever he went, he was received **with open arms**.
  - Jeans made from faded denim are still **in vogue**.
- j) Give past tense of the following words.
- Knit, Sow.

### Section - B

(4 x 10 = 40)

- Q2) What are the various barriers to effective communication? Discuss in detail.
- Q3) Discuss 7Cs of effective communication.
- Q4) (a) What is horizontal communication? Differentiate it with upward and downward communication.
- (b) What is grapevine, how it can be made effective?
- Q5) Write a letter placing order for books for the college library.
- Q6) Write an application to your employer for obtaining salary advance.
- Q7) (a) Write down a paragraph on "The art of advertisement".
- (b) Write a note on the significance of positive gestures in effective communication.

