DEC 2012

Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–1st)

BUSINESS COMMUNICATION-I

Subject Code : BBA-104 (Batch-2012)

Paper ID : [C1124]

Time : 3 Hrs. Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.

SECTION-A

1. Write briefly :

a. Define Synonyms

b. What is a Circular?

c. Layout of a Letter

d. What is an Agenda?

e. Define Punctuation

f. Define Notice

g. What is Feedback?

h. What is Noise?

i. What is Press Release?

j. Disadvantages of Technology in communication

SECTION-B

UNIT - I

2. What are Tenses? Why do we need them in day to day communication? Show with the help of some examples the use of different types of tenses.

OR

3. Make sentences using the following idioms:

a) Apple of Discord

b) Kill two birds with one stone

c) Bed of roses

d) At arm's length

e) Black Sheep

UNIT - II

4. Convert the following paragraph in the Past Tense :

"We are in a rush. We are making haste. A compression of time characterises our lives. As time-use researchers look around, they see a rushing and scurrying everywhere. Instant services rule, pollsters use electronic devices during political speeches to measure opinions before they have been fully formed, fast food restaurants add express lanes. Even reading to children is under pressure. The volume "One Minute Bedtime Stories" consists of traditional stories that can be read by a busy parent in only one minute. Time is a gentle deity, said Sophocles. Perhaps it was, for him. These days it cracks the whip. We humans have chosen speed and we thrive on it - more than we generally admit. Our ability to work fast and play fast gives us power. It thrills us. And if haste is the accelerator, multitasking is the overdrive. A sense of well being comes with this saturation of parallel pathways in the brain. We choose mania over boredom every time. "Humans have never opted for slower," points out the historians. We catch the fever and cramming our life feels good."

OR

5. What are Homonyms, Synonyms and Antonyms? Explain them with the help of suitable examples.

UNIT - III

6. Discuss the essentials of effective communication.

OR

7. Explain Shannon and Weaver's Model of Communication in detail.

UNIT - IV

8. Discuss the significance of non verbal communication in our daily life.

OR

9. Write an application for long leave from your employer.

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