

MAY 2013

Roll No.

Total No. of Pages : 02

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 :

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 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**I. Do as directed :**

- What is an adjective? Give examples.
- Give synonyms of : Commence, Fluctuate.
- Give antonyms of : Scanty, Flexible.
- Correct the following sentences :
 - Dr. Anil Sharma eating along with his children, were present in the function.
 - I wish you will not be late for class.
- What are the essential qualities of a good business letter?
- Give one word substitutes for the following :
 - A person who does not smoke or drink.
 - A place where birds are kept.
- What is the role of Positive gestures?
- When we _____ (eat), telephone _____ (ring). Fill in the blanks with correct form of the present tense.
- After the guest _____, the host _____ (go, rest). Fill in the blanks with the appropriate past or past perfect tense.

- j. She _____ (read) a book, when I _____ (call) on her. Fill in the blanks with correct form of present tense.

SECTION-B**UNIT - I**

- Correct the punctuation in the following paragraph :

there is a limit to what the Federal Reserve can do in this situation even though the reserves of this country are the most powerful in the whole world the members of the Federal Reserve Board are placed on that board to exercise their own minds and their own judgments and not to blindly succumb to arguments that have little basis according to them and could lead to disastrous consequences this means, that according to them it is never wise to follow placidly along when good judgment should dictate otherwise there is a phrase that critics of economic Forecasting like to use give an economist a result you want and he'll find the numbers to justify it

OR

Discuss the Various types of Nouns with examples.

UNIT - II

Explain the various types of transformed sentences.

OR

- Quote the examples for Direct and Indirect speech.

UNIT - III

- Give in detail the various types of Communication.

OR

- Discuss the essentials of Effective Business Communication.

UNIT - IV

- Draft a circular regarding the change in timings of the Organisation.

OR

- Explain the various business etiquettes on the telephone.