2012

Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ] Total No. of Pages : 2

Total No. of Questions : 07

BBA (Sem.–1st)

BUSINESS COMMUNICATION-I

Subject Code : BB-105

Paper ID : [C0205]

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 contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A

1. Answer briefly :

(a) What is the importance of communication?

(b) What do we mean by feedback in communication model?

(c) Explain noise in communication.

(d) What is a Pronoun?

(e) Describe a Conjunction.

(f) What is the use of antonyms?

(g) What is a Gesture?

(h) Define Homonyms.

(i) What is Conduct?

(j) Distinguish between active and passive voice.

SECTION-B

2. Explain the barriers to effective communication. How can we remove these barriers?

3. Describe the essentials of effective business communication.

4. What are the basic parts of speech? Describe each one with examples.

5. What are the problems of translation from vernacular to English and back? Is it different from translations between languages?

6. Distinguish between signs and symbols. What is the use of gestures in communication?

7. Describe the importance of physical appearance and art of self-presentation in communication.

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