

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-1st)

BUSINESS COMMUNICATION-I

Subject Code : BB-105 (2007 to 2011 Batch)

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

I. Answer briefly :

- a) What do you mean by precise?
- b) Distinguish between a noun and pronoun.
- c) What is the importance of gestures in non verbal communication?
- d) What do we mean by homonyms?
- e) What is a preposition?
- f) Explain conjunction with the help of an example.
- g) Distinguish between antonyms and synonyms.
- h) How would you define symbols?
- i) What do we mean by a conduct?
- j) Distinguish between encoder and a decoder.

SECTION-B

2. Explain business communication model in detail.
3. What are essentials of effective business communication?
4. Distinguish between synonyms and antonyms giving examples.
5. Distinguish between signs and symbols in communication.
6. Is physical appearance important in communication? If yes, how? If no, why?
7. How would you write for a job application?