

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

BBA (Sem. - 1st)

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 × 2 = 20)

- a) What do we mean by translation?
- b) What is importance of business communication?
- c) What is noise?
- d) Explain the importance of feedback in communication.
- e) What do we mean by positive gestures?
- f) What is an adverb?
- g) Explain preposition by giving an example.
- h) Distinguish between an encoder and decoder.
- i) Distinguish between a noun and pronoun.
- j) What are adjectives? Give an example.

Section - B

(4 × 10 = 40)

Q2) Discuss the art of self presentation and conduct.

Q3) Distinguish between active and passive voice in written communication.

Q4) Describe the principles of paragraph writing.

J-202

P.T.O.

- Q5) Describe in detail the barriers to effective communication.
- Q6) Explain business communication model in detail.
- Q7) How would you write a leave application? Give an example.

XXXX