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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

 $Q1) (10 \times 2 = 20)$

- 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

 $(4 \times 10 = 40)$

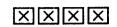
- **Q2)** Discuss the art of self presentation and conduct.
- Q3) Distinguish between active and passive voice in written communication.
- Q4) Describe the principles of paragraph writing.

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- **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.



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