

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination July – 2021**

Course	: BBA/BBAHT/BBAIB/DBA	Date	: 03-Aug-2021
Subject Code	: BBA-03(NEW/OLD)/BBAHT-103(OLD)/BBAIB-103/DBA	Time	: 01:00pm to 03:00pm
Subject Name	: Business Communication Skill	Duration	: 02 Hours
		Max. Marks	: 50

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**Section A**

**Answer the following (Attempt any two) (20)**

1. Explain the types of noun and pronoun in detail.
2. What is communication? Explain the components of communication process.
3. Which content should be included in personal letter
4. Explain the tips of writing good essay in detail.

**Section B**

**Answer the following (Attempt any three) (15)**

1. Explain in brief: "Synonyms and Antonyms."
2. Write down the significance of communication
3. Write a short note on "Office circulars"
4. Write a shot note on "Order of appointment letter"
5. Explain any two types of forms and styles of essay.

**Section C**

**Part – A (Multiple Choice Questions)**

**(10)**

1. A regular verb ends with the suffix  
A -er  
B -ent  
C -ed  
D -ough
2. A \_\_\_\_\_ is that part of the sentence that expresses some sudden feeling or emotion.  
A Interjection  
B Conjunction  
C Preposition  
D Adverb
3. \_\_\_\_\_ is nothing but the similar meaning of a particular word or its semantic relation.  
A Synonyms  
B Antonyms  
C Connotations  
D None of these
4. The topic sentence states the two items that are contrasted on some grounds. These bases are then explained in one or two sentences each to complete the paragraph.  
A True  
B False  
C Partially true  
D None of these
5. \_\_\_\_\_ comes after the verb 'to be'.  
A Adverb of Frequency  
B Adverb of Manner  
C Adverb of Place  
D Adverb of Degree

6. The first stage of writing is:  
A Talking  
C Pre-drafting  
B Post drafting  
D Writing
7. Business messages must be  
A Lengthy  
C Concise  
B Detailed  
D Informal
8. Avoid:  
A Redundancies  
C Polite tone  
B Simplification  
D Thoughtful writing
9. The use of redundant phrases in your writing is a habit worth breaking.  
A True  
C Partially true  
B False  
D None of these
10. \_\_\_\_\_ is a person for whom the message is intended.  
A Recipient.  
C Both of these  
B Decoder.  
D None of these

**Part – B (Do as Directed)**

**(05)**

- 1 The wood has intricate carvings. Intricate is a \_\_\_\_\_
- 2 Demonstrative: These pronouns function as noun equivalents within the structure of a sentence. (True or False)
- 3 The indefinite article is used before both singular and plural nouns when the noun is specific or particular. (True or False)
- 4 \_\_\_\_\_ Expressions are common phrases or sayings whose meanings cannot be understood by the individual words or elements.
- 5 Preparing notes is not a difficult and time consuming process that requires great concentration. (True or False)

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