Dr. Babasaheb Ambedkar Open University Term End Examination March – 2021

Course Subject Code		:	BBA/BBAH1/BBA	SAIB/DBA	Date	:	15-March-2021		
		e :	BBA-103(NEW/ 103(OLD)/BBAI		Time		10:00am to 12:00p	m	
Subje	ct Nan	ne :	Business Commu	unication Skill	Duration	:	02 Hours		
Ū					Max. Marks	:	50		
				Section A	A				
			following (Atten	_				(20)	
1.	Discus	s Nou	n and its types in	detail.					
2.	What a	re the	three basic requi	rements of parag	raph writing?-dis	cus	S		
3.	Discus	s <i>Prec</i>	drafting, drafting	and post drafting	ng as the stages	of e	effective business		
(commı	ınicati	on.						
4.	Define	comn	nunication and di	scuss the process	of communication	on i	n detail.		
						3			
				Section 1	В				
	Answe	r the	following (Atten	npt any three)				(15)	
1.	Draft a	n appo	ointment letter to	appoint Mr.Anir	udhdh Parihar as	a se	enior		
]	prograi	mmer	on behalf of Son	tech Company.					
2.	Write a	a short	t note on Written	Communication.					
3.	Discuss Report writing and it's essentials in detail.								
4.	Write an essay on Global Braness Efforts.								
5.	Write a	a short	t note on Business	s and Workplace	Email Etiquette.				
			adle						
			Tille C	Section	C				
			Part-	A (Multiple Cho	oice Questions)			(10)	
1 .	A		is that part of 1	the sentence that	expresses some s	udd	len feeling or		
(emotio	n.							
	A p	reposi	tion	В	interjection				
	C n	oun		D	pronoun				
2 .			writing refers to	the writer's attitu	de toward the rea	ıder	and the subject		
(of the 1	•	ge.	-					
		Style		В	volume				
		itch		D	Tone				
3 .			nessages must be						
		ength	-	В	informal				
		Concise		D	Detailed				
4 ′			at invites job appl	_			as		
			ew Letter	В	Informal Letter.				
	C P	ersona	al Letter	D	Business Letter.				

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5	When a long-term project or work is undertaken, the administration keeps itself										
		med through	ъ	•							
	A	Inspection report	В	Investigation report							
_	C	Progress report	D	Laboratory report							
6	Personal letters are written to										
	A	Business partners	В	Friends and family							
	C	Staff members	D	Bosses							
7	A short piece of writing on a particular subject:										
	A	report	В	Thesis							
	C	Essay	D	None of these							
8	Electronic mail commonly called										
	A	e-message	В	email							
	C	imail	D	None of these							
9	A	can personalize the presentation of									
	your resume/application.										
	A	Cover letter	В	Sales letter							
	C	Promotion letter	D	Deal letter							
10	The full stop indicates the sentence has just:										
	A	ended	В	reached mid-way							
	C	begun	D	been continued							
		Part – B (Do	as I	Directed)	(05)						
	Stat	e whether the following statements $oldsymbol{arepsilon}$	re T	True or False:							
1	Para	Paragraph development by Space and Time is like that by examples, but only to an									
		extent.									
2	There is difference between Apology letter and Complaint Letter.										
3	The sales letter doesn't explain the product clearly.										
4	At the time of writing regative words should be totally eliminated from the text.										
5	Communication with regional and branch office are mainly for giving orders to										
	workers, prescribing methods and procedures.										

		A X O									