

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

Course	: BBAR/DBAR	Date	: 15-March-2021
Subject Code	: BBAR-103/DBAR-103	Time	: 10:00am to 12:00pm
Subject Name	: Business Communication Skills	Duration	: 02 Hours
		Max. Marks	: 50

Section A

Answer the following (Attempt any two) (20)

1. Explain the process of communication.
2. Write down the advantages of written communication.
3. Explain the types of nouns.
4. Write a letter of inquiry for electronic home appliances.

Section B

Answer the following (Attempt any three) (15)

1. Write a note on types of nonverbal communication.
2. Discuss any five objectives of communication.
3. Explain the three stages in writing process.
4. Discuss in brief the tone to use while drafting business messages.
5. Write a note on personal letter.

Section C

Part – A (Multiple Choice Questions)

(10)

1. Putting an idea in the form of words or signals is called _____.
A Generation of idea B Decoding
C Encoding D None of the above
2. _____ are special requests for favour made to the higher authorities with Proper reasoning.
A Appeals B Complaints
C Requests D None of the above
3. Communication by the use of words and language is called _____ communication.
A Non verbal B Oral
C Verbal D None of the above
4. The way we move our hands, head and our body in general in support of the words that we speak are called _____.
A Postures B Gestures
C Eye contact D None of the above
5. This, that, these and those are _____ pronouns.
A Demonstrative B Personal
C indefinite D All of the above
6. These adverbs answer the question how?
A Adverb of time B Adverb of place
C Adverb of manner D Adverb of degree

- 7 _____ means knowledge or understanding of spoken or written language.
 A Comprehension B Paragraph
 C Adverb D None of the above
- 8 _____ Pronouns are used to introduce questions and include who, what, whose, whom and which.
 A Relative B Intensive
 C Interrogative D None of the above
- 9 It is written to let the reader know immediately what the message is about.
 A Subject B Attention line
 C Body of the letter D None of the above
- 10 Red colour is sign for _____.
 A love B Danger
 C Both A and B D None of the above

Part – B (Do as Directed)

(05)

Answer the following.

- 1 Name the visual signs.
- 2 He works hard. Identify the adverb.
- 3 She is never dishonest. Identify the adverb.
- 4 But, yet, so are the examples of what?
- 5 What is complimentary close?

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