# Dr. Babasaheb Ambedkar Open University Term End Examination July – 2023

Course	: BBAR/DBAR	Date	:	27-July-23
Subject Code	: BBAR/DBAR-103	Time	:	03:45pm to 06:00pm
Subject Name	: Business Communication Skills	Duration	:	02.15 Hours
		Max. Marks	:	70

### Section A

#### Answer the following (Attempt any three)

- 1. Define communication and Illustrate the process of communication and its objectives.
- 2. Describe the advantages and limitations of Oral communication with appropriate examples.
- 3. Delineate the important aspects of business letters. Explain the formal and informal letters.
- 4. Discuss the detailed features of effective letter writing.
- 5. What are the salient features of Complaint letters and adjustment letters?

#### Section **B**

#### Answer the following (Attempt any four)

- 1. What are the differences between condolence letter and gratitude letters? Elaborate each.
- 2. What is report writing? Write all the kinds of reports with steps of report writing and essentials of good report writing
- 3. Emancipate the styles of essays. Write in detail about the characteristics of good essay.
- 4. What is Email writing and what are the email etiquettes.
- 5. Write a dialogue between a customer and a shopkeeper about water purifier
- 6. Write an inquiry lotter for leather goods.

## Section C

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

1	Com	Communication is the exchange of				
	А	Ideas	В	Messages		
	С	Feelings	D	All the above		
2	Putting an idea in the form of words or signals is called:					
	А	Generation of idea	В	Decoding		
	С	Encoding	D	Feedback		
3	The part that completes the first cycle of the process of communication is :					
	А	Medium	В	Counseling		
	С	Encoding	D	Feedback		
4	The mental health of the individual is aroused out of courage is					
	А	Moral	В	Morale		
	С	Honest	D	Ethical		
5	Wood, sand, milk, air are the examples ofnouns.					
	А	Uncountable	В	Abstract		
	С	Countable	D	Collective		

# Download all NOTES and PAPERS at StudentSuvidha.com

(30)

(20)

(10)

6 The window envelope is used for confidential letters. False А В True Not applicable С D Uncertain "Messrs" is the plural form of "Mr." 7 А True В False 8 Pre-drafting, drafting and post-drafting is necessary in effective writing. Paragraph Proposal А В Writing С D Application 9 \_\_is a formal document of accusation prepared by a law enforcement. A Legal doc В Memo С Testimony D Charge sheet The Long, systematic discourse is known as\_ 10 Paragraph Narrative poetry Α В С Story D Essay

#### Part – B (Do as Directed)

C

(10)

- 1 Write the antonym of Slow:
- 2 Write the synonym of Mistakes
- 3 Write two examples of Intransitive verbs
- Write two examples of Concrete nouns 4
- Write two examples of prepositions of place 5
- 6 Write two examples of subordinating conjunctions
- Write two examples of adverbs 7
- Write two examples of intravitive verbs 8
- 9 Make sentences on two adjectives: attractive, competitive
- Make sentences with the use of two pronouns: mine, yourself 10 downward (

\*\*\*\*

Download all NOTES and PAPERS at StudentSuvidha.com