

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

Course	: BBA/DBA	Date	: 27-July-23
Subject Code	: BBA/DBA103	Time	: 03:45pm to 06:00pm
Subject Name	: Business Communication Skills	Duration	: 2.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. What are the basic rules of using Articles in English Language?
2. Elaborate between Formal and Informal letters?
3. What is communication? Elaborate the various types of Communication?
4. Write an essay on the impacts of pollution on human health.
5. Explain various stages of writing.

Section B

Answer the following (Attempt any four) (20)

1. Applications of dictionary and a thesaurus.
2. What are the essentials of a good report?
3. Significance of politeness and courtesy in business communication.
4. Types of prepositions.
5. Short note on Oral Communication.
6. Appointment Order.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 The word communication derived from which among the following Latin word?
A Communicare B Communicare
C Communi D Communico
- 2 Which among the following best describes the term proxemics?
A The study of body's physical movement B The movement of hands, arms, head, shoulders, and torso
C The way we stand, sit and walk D The study of physical space in interpersonal relations
- 3 Which among the following best describes critical listening?
A Listening without much focus or intention B Listening with focus or intention
C Listening without responding to the speaker D Listening to solve problem, to think of a solution, to suggest options
- 4 What is empathetic listening as per the option given below?
A Listening without much focus or intention B Listening with careful consideration and concentration
C Listening with care and regard to give advice, or to solve problem D Listening without responding to the speaker

- 5 Which option best describe the word skimming?
- A When We Want To Have A General Idea Of What The Text Is About
 B When We Want To Locate Specific Information
 C Reading For Pleasure
 D Reading Very Carefully To Grasp All The Details Related To It
- 6 A letter which is written for the purpose of an employment is known as_____.
- A Adjustment
 B Sales
 C Fundraising
 D Job Application
- 7 A type of writing which contains factual writing, based on evidence, containing organized information on a particular topic is called_____.
- A Application
 B Report
 C Letter
 D Proposal
- 8 Which among the following types of report is written with the objective to document current status?
- A Annual report
 B A report on policies and procedure
 C Recommendatory report
 D An inspection report
- 9 What do you mean by 'channel' in the process of communication?
- A Network
 B message
 C Receiver
 D medium
- 10 What do you mean by 'encoding' in the process of communication?
- A Converting Abstract Ideas Into Concrete Form
 B Converting Concrete Form Into Abstract Ideas
 C Channelize
 D Giving Response

Part – B (Do as Directed)

(10)

- 1 I liked the idea of making Omelette. [Make it Negative.]
- 2 Father was not at home. [Put a question tag.]
- 3 As soon as Dave had begun his second year when he heard himself hopelesslywamped. [Put - 'No sooner than]
- 4 Don't lose faith. [Put a question tag]
- 5 I used to spend hours under it. [put Modal Auxiliary 'would']
- 6 He was treated with honor. [Change the voice]
- 7 I have tried getting you into the kitchen. [Identify the tense]
- 8 He has played the role in Bollywood. [Rewrite in Present Perfect ContinuousTense.]
- 9 He may have laughed in the company of his colleagues. [What does the underlinedword indicate -Permission OR Possibility]
- 10 The commerce class--(start) when Satish (reach) the college. [Use suitable tenseforms]
