

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

Course	: BBAR/DBAR	Date	: 02-Feb-2023
Subject Code	: BBAR-103/DBAR-103	Time	: 03:45pm to 03:00pm
Subject Name	: Business Communication Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Elaborate the process of communication and its objectives.
2. Describe the types of verbal communication with examples of each.
3. Delineate the important aspects of business letters. Explain the formal and informal letters.
4. Write in detail the 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) (20)

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. Email writing and email etiquettes.
5. Write a dialogue between a customer and a shopkeeper about water purifier.
6. Write an inquiry letter for leather goods.

Section C

Part – A (Multiple Choice Questions)

(10)

- 1 Nonverbal communication is without _____.
A morale B purpose
C words D message
- 2 The basic formal verbal communication where speaking is _____ listening 45% writing _____ and reading 16%.
A 30%, 9% B 10%, 20%
C 45%, 75% D 30%, 40%
- 3 A _____ is a word that replaces the noun.
A synonym B antonym
C subject D pronoun
- 4 A verb is that which passes over to some object.
A irregular B regular
C transitive D Intransitive

- 5 She speaks Italian very well.
 A Adverb of time B Adverb of place
 C Adverb of manner D Adverbial
- 6 Subordinating conjunctions are _____.
 A Since, because B In , on
 C Why, what D Thence, hence
- 7 The three basic requirements of paragraph are _____ coherence and adequate development.
 A equality B vivacity
 C creativity D unity
- 8 The complimentary close is a _____ leave taking.
 A courteous B complimentary
 C Comma with D courtesy
- 9 Tone in writing refers to the writers` _____.
 A behaviour B superiority
 C ego D attitude
- 10 Culture is a concept can be defined in _____ ways.
 A diminished B different
 C Diluted D similar

Part – B (Do as Directed)

(10)

- 1 Write the sentence on word : dominant
- 2 Antonym of Happiness
- 3 Synonym of : Freedom
- 4 Write the abstract nouns examples.
- 5 Write the difference between few, a few
- 6 Write the sentences of 'little' and 'a little'
- 7 Demonstrative nouns are this and _____.
- 8 Give examples of transitive verbs.
- 9 Give examples of collective nouns.
- 10 Give the examples of present continuous tense with example of sentence.
