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BBA (Sem. - 1st)

BUSINESS COMMUNICATION - I

SUBJECT CODE: BB - 105

<u>Paper ID</u>: [C0205]

[Note: Please fill subject code and paper ID on OMR]

Time: 03 Hours

Maximum Marks: 60

Instruction to Candidates:

- 1) Section A is Compulsory.
- 2) Attempt any **Four** questions from Section B.

Section - A

Q1)

 $(10 \times 2 = 20)$

- a) What do we mean by translation?
- b) What is importance of business communication?
- c) What is noise?
- d) Explain the importance of feedback in communication.
- (e) What do we mean by positive gestures?
- f) What is an adverb?
- g) Explain preposition by giving an example.
- h) Distinguish between an encoder and decoder.
- i) Distinguish between a noun and pronoun.
- j) What are adjectives? Give an example.

Section - B

 $(4 \times 10 = 40)$

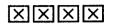
- **Q2)** Discuss the art of self presentation and conduct.
- Q3) Distinguish between active and passive voice in written communication.
- Q4) Describe the principles of paragraph writing.

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- Describe in detail the barriers to effective communication. Q5)
- Explain business communication model in detail. **Q6**)
- How would you write a leave application? Give an example. Q7)



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