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Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2012 & Onward Batches)**  
**Bachelor in Service Industry Management (SIM) (2014 & Onwards)**  
**BRDM (2014 & Onwards)**  
**(Sem.-1)**

**BUSINESS COMMUNICATION-I**

Subject Code : BBA-104

Paper ID : [C1124]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

**Q1. Write briefly / Do as directed :**

- a. What do you mean by a pronoun? Explain with the help of examples.
- b. Give one word substitutes for the following:
  - i) A child who stays away from school without permission
  - ii) The art of beautiful handwriting
- c. He \_\_\_\_\_ (*like*) sweets but his sister avoids \_\_\_\_\_ (*take*) sweets  
(*fill in the blanks with correct form of the verb*)
- d. Give synonyms of: amiable, relish
- e. Give antonyms of: create, smile
- f. Correct the following sentences:
  - i) She wants a fresh bunch of flowers
  - ii) You cannot pass unless you do not work hard
- g. Explain the importance of business communication.
- h. What do you mean by feedback?
- i. What are the essentials of a persuasive letter?
- j. What is the role of symbols and signs in non-verbal communication?

## SECTION-B

### UNIT-I

- Q2. Explain the role of conjunctions and interjections. Make three sentences using a different conjunction in each sentence and three sentences using a different interjection in each sentence.
- Q3. Punctuate the following passage :

When I went up to the university I was given a room of my own the common link of friendship was snapped my grandmother accepted her seclusion with resignation she rarely left her spinning wheel to talk to anyone from sunrise to sunset she sat by her wheel spinning and reciting prayers only in the afternoon she relaxed for a while to feed the sparrows while she sat in the verandah breaking the bread into little bits hundreds of little birds collected round her creating a veritable bedlam of chirruping some came and perched on her legs others on her shoulders some even sat on her head she smiled but never shoed them away it used to be the happiest half hour of the day for her

### UNIT-II

- Q4. What do you understand by compound and complex sentences? Give three examples each of compound and complex sentences.
- Q5. What do you know about active and passive voice sentences? Give three examples of active voice sentences and three of passive voice sentences.

### UNIT-III

- Q6. Write a detailed note on the barriers to effective communication.
- Q7. Write a detailed note on the 7 C's of communication.

### UNIT-IV

- Q8. Write a letter to your suppliers against the supply of defective goods.
- Q9. Write a detailed note on non-verbal communication and explain its importance.