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Total No. of Pages : 03

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. **SECTIONS-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****1. Do as directed :**

- a. What is an abstract noun? Write a sentence using an abstract noun.
- b. Use the following idioms in sentences :
  - i. An apple of discord
  - ii. a hard nut to crack
- c. Give antonyms of : glory, polite
- d. Transform the following sentences :
  - i. He tried every plan [change into negative]
  - ii. It was an amazing scene [change into exclamatory]
- e. Correct the following sentences :
  - i. He sat besides me.
  - ii. He insisted to buy a new bike.

- f. Give one word substitute for each of the following :
- i. A person who talks too much
  - ii. A list of items to be discussed at a meeting
- g. Explain the meaning of business communication.
- h. What do you mean by E-mail etiquettes?
- i. What do you mean by a persuasive letter?
- j. He \_\_\_\_\_[seek] my permission last month and \_\_\_\_\_[attend] the meeting  
(fill in the blanks with the correct form of the verbs given in the brackets)

## SECTION-B

### UNIT-I

2. a) What is the meaning of the word conjunction? How do you distinguish between a co-ordinating and a subordinating conjunction?
- b) Fill in the blanks with correct conjunctions :
- i. He is very rich \_\_\_\_\_ he is not happy.
  - ii. She must weep, \_\_\_\_\_ she will die.
  - iii. You will not succeed \_\_\_\_\_ you work hard.
  - iv. She held my hand \_\_\_\_\_ I should fall.
  - v. He came \_\_\_\_\_ she had left.
3. a) Explain the use of articles.
- b) Fill in the blanks with suitable articles :
- i. He is \_\_\_\_\_ honest officer.
  - ii. She is \_\_\_\_\_ university professor.
  - iii. Not \_\_\_\_\_ word was said.
  - iv. Honesty is \_\_\_\_\_ best policy.
  - v. A bird in \_\_\_\_\_ hand is worth two in the bush.

### **UNIT-II**

4. What do you understand by Homonyms? Give three examples using different pairs of homonyms in sentences.
5. What do you know about compound and complex sentences? Give three examples each of compound and complex sentences.

### **UNIT-III**

6. What do you understand by non-verbal communication? What are the advantages and limitations of this type of communication?
7. Write a note on the essentials of effective business communication.

### **UNIT-IV**

8. Write a circular letter regarding the shifting of your office to a more spacious and centrally located premises.
9. Write a letter to a firm expressing your inability to supply the instant geysers manufactured by you.