

B.B.A. (Part—I) Semester—I Examination
BUSINESS COMMUNICATION
Paper-BBA/102

Time : Three Hours]

[Maximum Marks : 80

Note :— All questions are compulsory.

Choose the correct answers from the given choices and rewrite it (1 mark each) :

- (1) The goal of communication was to _____.
(a) Persuade (b) Shout
(c) Give orders (d) Back answer
- (2) Verbal communication refers to the use of _____ for communication purposes.
(a) Expressions (b) Gestures
(c) Body activities (d) Words
- (3) _____ helps us accurately decode the message, which in turn helps us properly encode the _____.
(a) Listening; Feedback (b) Feedback; Listening
(c) Listening; Interest (d) Feedback; Feedback
- (4) Communication process involves at least _____ person(s).
(a) One (b) Two
(c) Three (d) Four
- (5) Which of the following is not the advantage of Letter-writing ?
(a) Keepsake (b) Physical record
(c) Time (d) Confidential
- (6) Use _____ when addressing unknown recipients.
(a) Dear Mr. X (b) Dear Sir
(c) Dear Sir/Madam (d) To whomsoever it may concern
- (7) When business wants to purchase goods it will gather information through _____ letter.
(a) Sales Letter (b) Enquiry Letter
(c) Order Letter (d) Quotation
- (8) A _____ letter expresses the sender's discontentment with the receiver's product, service or people.
(a) Regret (b) Bread and Butter
(c) Complaint (d) Follow-up
- (9) A _____ letter is written when you want to leave or quit a position, typically written in advance to indicate the last date of employment.
(a) Poison-pen (b) Resignation
(c) Sympathy (d) Apology
- (10) Which of the following best defines a cover letter ?
(a) A cover letter is a letter of transmittal that is attached at the beginning of the report
(b) A cover letter is a letter of intent sent to an employer in place of a resume
(c) A cover letter is an employment letter that accompanies the resume to get an interview call
(d) A cover letter is a thank-you letter that covers or sums up all the points discussed during the interview

- (11) _____ letters need to be worded carefully, and positively so that they do not break the receiver's morale.
- (a) Rejection (b) Resignation
(c) Appointment (d) Selection
- (12) Which of the following formats gives the most detailed employment or work history ?
- (a) Chronological résumé format (b) Functional résumé format
(c) Cover letter (d) Hybrid résumé format
- (13) At the end of the meal, you must leave the napkin loosely folded to the _____ of your plate.
- (a) Right (b) Left
(c) Top (d) Below
- (14) During an interview, it becomes even more important to stick to the ABCs of communication.
- (a) Answer, bold and confidence (b) Attentive, beautiful and concise
(c) Accuracy, brevity and clarity (d) None of the above
- (15) The interviewer uses _____ questions to ascertain your technical skills or know-how about a piece of hardware, software, technology or equipment.
- (a) Hypothetical (b) Probing
(c) Leading (d) Technical
- (16) One important aspect of a good presentation is one that _____.
- (a) Starts late (b) Ends on time
(c) Ends after 10 minutes (d) Ends after the audience start clapping
- (17) One of the greatest disadvantages of e-mails is its _____.
- (a) Speed (b) Accuracy
(c) Brief (d) Easily Spamed
- (18) _____ is a Computer Network made up of thousands of networks and millions of computer world wide.
- (a) WWW (b) Internet
(c) Intranet (d) LAN
- (19) _____ are the quick means of sending copies of document.
- (a) Voice mail (b) Video conferencing
(c) Blog (d) Fax
- (20) With technological advancements, today it is possible to have multiple-party telephone calls, it is known as _____.
- (a) Video-conferencing (b) Video chat
(c) Tele-conferencing (d) Fax

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SECTION-B

Short answer type questions (4 marks each) :

1. (a) What are the objectives of Business communication ?
- OR**
- (b) Elaborate at least two barriers of business communication.
2. (a) Draft purchase letter, placing an order for purchase of 50 computers for your department.
- OR**
- (b) What points should be taken care of while drafting a complaint letter ?

3. (a) Draft a resume.

OR

- (b) What care should be taken while drafting a job refusal letter ?

4. (a) Explain the importance of soft-skills.

OR

- (b) Why is it important to know your audience for presentation ?

5. (a) What do you understand by tele-conferencing ?

OR

- (b) What are the advantages of E-mail ?

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SECTION-C

Long answer type questions (8 marks each) :

1. (a) Explain verbal communication. Give its advantages and disadvantages.

OR

- (b) Non-verbal communication is also regarded as "Communication devoid of words". Discuss.

2. (a) Explain the layout of a good business letter.

OR

- (b) What are the advantages of Business letter ?

3. (a) 'One size does not fit all', discuss in light of résumé writing.

OR

- (b) What is cover letter ? Why is it important to write a cover-letter ?

4. (a) What are the Do's and Don'ts of Group-Discussion ?

OR

- (b) What are the things to be borne in mind during the interview ?

5. (a) What are the advantages of Information Technology in Business Communication ?

OR

- (b) What is Video conferencing ? What care should be taken for clothing in Video conferencing ?

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