

B.B.A. Part-I (Semester-I) Examination
BBA-102 : BUSINESS COMMUNICATION

Time : Three Hours]

[Maximum Marks : 80

Note :— ALL Sections are compulsory.

SECTION—A

Choose the correct answer and rewrite (1 mark each) :—

1. Communication process involves at least _____ person(s).
 (a) one (b) two
 (c) three (d) four
2. _____ communication implies conveying message through spoken words.
 (a) Written (b) Oral
 (c) Non-verbal (d) Vertical
3. Electricity/Computer breakdown is _____ barrier in communication.
 (a) Mechanical (b) Physical
 (c) Status (d) Semantic
4. The transfer of information between people who are neither in the same department nor on the same level is called _____ communication.
 (a) Horizontal (b) Diagonal
 (c) Vertical (d) Upward
5. When a same letter is to be sent to a large number of Persons or to a Public at large it is known as _____.
 (a) Memo (b) Circular
 (c) Order (d) Form letter
6. A letter written in reply to a trade enquiry is called _____.
 (a) Sales letter (b) Order
 (c) Enquiry letter (d) Quotation
7. _____ letters are negative message, sent to a candidate after he/she has been rejected.
 (a) Regret (b) Follow up
 (c) Selection (d) Rejection
8. _____ is used for indicating the theme of the letter.
 (a) Heading (b) Subject line
 (c) Salutation (d) Reference Number
9. A _____ is a career document which records your employment history, education and training details.
 (a) Letter (b) Resume
 (c) Form (d) Certificate

10. A _____ is a certificate testifying the character and qualification of a person in whose favour it is used.
- (a) Circular (b) Interview letter
(c) Testimonial (d) Work experience letter
11. Post script or P.S. is used to highlight additional information and comes _____ the main body of letter.
- (a) After (b) Between
(c) Before (d) None of these
12. Most _____ letters begin with a "Congratulations" which conveys the Positive Message right at the onset of the letter.
- (a) Selection (b) Regret
(c) Follow up (d) Credence
13. Which of the following is Interpersonal skill training ?
- (a) Hard skill (b) Intermediate skill
(c) Soft skill (d) Basic skill
14. _____ is the process of making yourself look neat, attractive and presentable.
- (a) Soft skill (b) Grooming
(c) Hard skill (d) Interview
15. Types of Interview include _____.
- (a) Job Interview (b) Appraisal
(c) Personal (d) All of the above
16. A _____ is for testing mainly, how forcefully you can assert yourself among group members.
- (a) Interview (b) Appraisal
(c) Group Discussion (d) Test
17. E-mail is used for _____.
- (a) Receiving Mail (b) Sending Mail
(c) Receiving and Sending Mail (d) Voice Mail
18. A fax is a short of _____.
- (a) Group communication (b) E-mail
(c) Facsimile (d) Bandwidth
19. _____ can help you gauge the audience's reaction and help you rectify the situation.
- (a) Eye contact (b) Take away
(c) Stage fear (d) Hook
20. A _____ is a Computer Software application that performs the task of composing, editing, formatting and printing of documents.
- (a) Overhead Projector (b) LCD
(c) Word Processor (d) Printer

SECTION—B

Short answer type questions (4 marks each) :—

1. (a) Define the term communication and its characteristics.

OR

- (b) Explain the advantages of verbal communication.

2. (a) Write a short note on Importance of effective business correspondence.

OR

- (b) Write a circular letter to your dealers about launching of a new consumer product.

3. (a) What points are to be considered while drafting a Resume ?

OR

- (b) Write an application for the Post of General Manager to the Shri Krushna Industries, Nagpur.

4. (a) Explain different types of Interview.

OR

- (b) Explain the term soft skill and its importance.

5. (a) Write a short note on “Fax” as a Modern Means of Communication.

OR

- (b) Write a short note on video conferencing.

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SECTION—C

Long answer type questions (8 marks each) :—

1. (a) Explain the process of Communication.

OR

- (b) Explain the Barriers to Communication.

2. (a) Explain the layout of an Effective Business letter.

OR

- (b) Draft a letter to an Insurance company inquiring about the Mediclaim Insurance Policy.

3. (a) Explain the contents of Resume and Draft the Resume.

OR

- (b) Write an application for the Post of Marketing Manager as per the advertisement given by Britannia Food Product Pvt. Ltd. Mumbai.

4. (a) Explain the concept of Interview and which points you will keep in mind while presenting yourself for Interview.

OR

- (b) Discuss Do's and Don'ts of Oral Presentation.

5. (a) Explain any three Modern Means of Communication.

OR

- (b) Explain the term E-mail and write its advantages and disadvantages.

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