

AU-1527

**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**

I. Choose the correct answer and rewrite (1 mark each).

- (1) \_\_\_\_\_ is a process through which there is exchange of facts, ideas, opinions etc.  
(a) Letter (b) Innovation  
(c) Skill (d) Communication
- (2) Grapevine is a/an \_\_\_\_\_ channel of communication.  
(a) Formal (b) Informal  
(c) Vertical (d) Horizontal
- (3) \_\_\_\_\_ does not simply mean saying “please” and “thank-you”; it stems from sincerely respecting the receiver.  
(a) Concrete (b) Consideration  
(c) Courteous (d) Concise
- (4) For effective communication, it is important that we “\_\_\_\_\_” to the message being transmitted.  
(a) Listen (b) Answer  
(c) Ignore (d) Argue
- (5) Compared with an e-mail, a \_\_\_\_\_ looks more professional and serious with a letter head, signature and official seal.  
(a) Report (b) Analysis  
(c) Letter (d) Meeting
- (6) The \_\_\_\_\_ is an optional element, which is used when you are sending the letter to more than one recipient.  
(a) Copy notations (b) Salutation  
(c) Enclosures (d) Attachments

- (7) Most \_\_\_\_\_ letters begin with a "Congratulations", which conveys the positive message right at the onset of the letter.
- (a) Regret (b) Follow-up  
(c) Selection (d) Credence
- (8) Postscript or P.S. is used to highlight additional information and comes \_\_\_\_\_ the main body of the letter.
- (a) After (b) Between  
(c) Before (d) None of the above
- (9) \_\_\_\_\_ letters are negative messages, sent to a candidate after he/she has been rejected.
- (a) Regret (b) Apology  
(c) Condolence (d) Rejection
- (10) Which of the following should be used in a résumé for maximum impact ?
- (a) Prepositions (b) Action verbs  
(c) Pronouns (d) Interjections
- (11) Start with the \_\_\_\_\_ degree that you hold and mention the institute/school details, dates of attendance, specialization or fields of study, degree/diploma/certificates received and marks obtained.
- (a) Lowest (b) Latest in market  
(c) Highest (d) Attractive
- (12) The slogan of today's recruiter is "Trust, but verify" and \_\_\_\_\_ allow them to do just that.
- (a) References (b) Testimonials  
(c) Honors (d) Special skills
- (13) \_\_\_\_\_ can help you gauge the audience's reaction and help you rectify the situation.
- (a) Cue Cards (b) Hook  
(c) Takeaways (d) Eye contact
- (14) One you have a \_\_\_\_\_ chart for yourself, you will have a better idea of which jobs would be more suited for you according to your abilities, skills and knowledge.
- (a) Brainstorm (b) Lotus blossom  
(c) SWOT (d) Strategic
- (15) Glass is placed on your left so you may \_\_\_\_\_.
- (a) Eat and drink simultaneously  
(b) Eat without the fear of spilling water  
(c) Use your clean hand to hold the water goblet  
(d) None of the above

- (16) Business casuals means dressing \_\_\_\_\_.  
 (a) in shorts and a polo T shirt  
 (b) in track-suits  
 (c) in formal suit  
 (d) Professionally, looking relaxed yet neat and pulled together
- (17) You have to \_\_\_\_\_ your presentation before you prepare it.  
 (a) View (b) Rehearsal  
 (c) Plan (d) Present
- (18) E-mail is \_\_\_\_\_ form of communication.  
 (a) Formal (b) Informal  
 (c) Oral (d) Written
- (19) Fax is the quick means of :  
 (a) Interacting with friends (b) Posting comment on social media  
 (c) Sending copies of document (d) None of the above
- (20) A \_\_\_\_\_ is an electronic device or 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.

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### SECTION—B

#### II. Short answer type questions (4 marks each).

- (1) (a) What are the advantages of written communication ?

**OR**

- (b) Elaborate the importance of feedback in communication.

- (2) (a) What is a Circular ?

**OR**

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

- (3) (a) Why is a covering letter essential ?

**OR**

- (b) What is hybrid résumé ?

- (4) (a) What are essentials of effective speaking ?

**OR**

- (b) Explain the importance of soft skills in professional world.

- (5) (a) What are the disadvantages of tele-conferencing ?

**OR**

- (b) What is word-processor ?

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**SECTION—C**

III. Long answer type questions (8 marks each).

- (1) (a) Non-verbal communication is also regarded as “communication devoid of words”. Discuss.

**OR**

- (b) What are the principles of Effective Business Communication ?

- (2) (a) What are the advantages of Business Letter ?

**OR**

- (b) Draft a complaint letter to BSNL for interrupted services and poor network.

- (3) (a) Draft a resume for an academician.

**OR**

- (b) ‘One size does not fit all’, discuss in light of resume writing.

- (4) (a) Discuss Dos and Don'ts of Oral Presentation.

**OR**

- (b) What precautions should a candidate take while going for an interview in context of his/her dressing ?

- (5) (a) What are the advantages and disadvantages of E-mails ?

**OR**

- (b) What are the advantages of Information Technology in Business Communication ?

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