

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2012 & onward Batches)
Bachelor(SIM) / BRDM (2014 Batch)
(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. Write brief answers to the following questions :

- a) What is an adjective? Write two sentences using a different adjective in each sentence.
- b) **Use the following idioms in sentences :**
 - (i) hand and glove
 - (ii) to end in smoke
- c) Give antonyms of: flexible, humility
- d) **Transform the following sentences:**
 - (i) What a lovely flower! [Change into assertive]
 - (ii) He was too late to catch the train [Rewrite removing too]
- e) **Correct the following sentences :**
 - (i) If it will rain, I shall not go there.
 - (ii) He has left drinking.
- f) **Give one word substitute for each of the following :**
 - (i) A person who loves reading books
 - (ii) A person who can be easily cheated by others
- g) What do you mean by agenda?

- h) If he had _____ (go) to Delhi, he would have _____ (bring) a watch for me (fill in the blanks with the correct form of the verbs given in the brackets)
- i) What do you mean by office memorandums?
- j) What do you mean by positive gestures?

SECTION—B

UNIT-I

2. (a) What is the meaning of the word Preposition? Explain the kinds of Prepositions.

(b) Fill in the blanks with correct prepositions :

- 1) The book lies _____ the table.
 - 2) He sat _____ a corner.
 - 3) You must pay heed _____ my advice.
 - 4) I was looking _____ you.
 - 5) She is fond _____ music.
3. (a) Explain the use of articles.

(b) Fill in the blanks with suitable articles :

- 1) She came without _____ umbrella
- 2) Twelve months make _____ year.
- 3) I cannot forget _____ kindness with which she treated me.
- 4) He was _____ first person to arrive.
- 5) He will return after _____ hour.

Unit-II

4. What do you understand by the change of voice? Give three examples of changing active sentences into passive sentences.
5. What do you know about complex sentences? Give examples of four complex sentences.

Unit-III

6. How do you distinguish between verbal and non-verbal communication? Discuss the advantages and limitations of non-verbal communication.
7. Write a note on the physical and psychological barriers to effective communication.

Unit-IV

8. Write an application for the post of a manager in a reputed company.
9. Write a letter to a firm expressing your inability to supply the goods by a stipulated date.