

Roll No _____

Examination May-2014
BBA
Business Communication - I
BB-105
Paper ID-A0205

Total no of page-1

Time Allowed-03 Hrs

Max Marks-60

Section-A

Q1. Answer to each question shall be given in 2-5 lines. All questions are compulsory.

- a) Why is business communication needed?
- b) What are the cultural barriers to communication?
- c) Differentiate between Noun and Pronoun?
- d) Define Précis?
- e) What is a gesture?
- f) Define Article?
- g) What do you mean by synonyms?
- h) What do you mean by Adverb?
- i) Define preposition?
- j) Distinguish between signs and symbols?

10*2=20

Section B

Attempt any four questions

- Q2. What are the barriers to effective communication?**
- Q3. Distinguish between signs and symbols giving suitable examples?**
- Q4. Distinguish between Homonyms, Antonyms and Synonyms?**
- Q5. What are the essential for writing leave application for business?**
- Q6. What is model of communication followed in business?**
- Q7. What are the essential rules followed for writing précis?**

4*10=40