

Roll No. ....

Total No. of Questions : 07]

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**BBA (Sem. - 1<sup>st</sup>)**  
**BUSINESS COMMUNICATION - I**

**SUBJECT CODE : BB - 105**

**Paper ID : [C0205]**

[Note : Please fill subject code and paper ID on OMR]

**Time : 03 Hours**

**Maximum Marks : 60**

**Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

**Section - A**

**Q1)**

**(10 × 2 = 20)**

- a) What do we mean by translation?
- b) What is importance of business communication?
- c) What is noise?
- d) Explain the importance of feedback in communication.
- e) What do we mean by positive gestures?
- f) What is an adverb?
- g) Explain preposition by giving an example.
- h) Distinguish between an encoder and decoder.
- i) Distinguish between a noun and pronoun.
- j) What are adjectives? Give an example.

**Section - B**

**(4 × 10 = 40)**

**Q2)** Discuss the art of self presentation and conduct.

**Q3)** Distinguish between active and passive voice in written communication.

**Q4)** Describe the principles of paragraph writing.

**J-202**

**P.T.O.**

- Q5)** Describe in detail the barriers to effective communication.
- Q6)** Explain business communication model in detail.
- Q7)** How would you write a leave application? Give an example.

