

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)**  
**B.B.A. SEM - I : WINTER :- 2021**  
**SUBJECT: BUSINESS ENGLISH - COMMUNICATION**

**Day : Monday**  
**Date 7/2/2022**

**W-21519-2021**

Time : 02:00 PM-05:00 PM  
Max. Marks: 60

**N.B.:**

- 1) Attempt any **THREE** questions from section-I and attempt any **TWO** questions from section-II.
- 2) Answer to both the sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** Write a comprehensive note on any three barriers to effective communication. (12)
- Q.2** a) Enlist the advantages and disadvantages of verbal communication (6)  
b) Discuss the strategies for good conversation (6)
- Q.3** "Positive body language, including correct postures and gestures are crucial components of communication." Elaborate upon this statement with reference to non-verbal communication. (12)
- Q.4** "Good Reading Skills can enrich communication." Justify your opinion and add a note on steps to improve Reading Skills. (12)
- Q.5** Write Short Notes on any **THREE**: (12)
- a) Process of Communication
  - b) Non-verbal aspects of written communication
  - c) Importance of Speaking Skills
  - d) Seven C's of communication

**SECTION-II**

- Q.6** Draft your C V and a Job Application letter in response to an advertisement for the post of 'Sales Executive' in a company selling Air Conditioners. Make necessary assumptions. (12)
- Q.7** You intend to purchase twenty five computer tables for your new office. Draft a Letter of Enquiry with 'Zenith Furnitures' asking him for some discount on the M.R.P. (12)
- Q.8** a) What does it take to be an effective Presenter? (6)  
b) As a student of Management, what preparation will you undertake to make your first presentation on 'Importance of Communication Skills', in your college? (6)

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