

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-I : WINTER : 2021
SUBJECT: BUSINESS ENGLISH - COMMUNICATION

Day : Monday
Date : 17-01-2022

W-18807-2021

Time : 10:00 AM-01:00 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** a) Define the term communication in your own words. (6)
b) Describe the process of communication. (6)
- Q.2** As a school teacher, prepare guidelines for your students to deliver a speech on the occasion of Teacher's Day. (12)
- Q.3** It is often said that body language is more expressive than spoken words. Justify your views on this statement with reference to non-verbal communication. (12)
- Q.4** Explain the various barriers to Listening and steps to overcome the same. (12)
- Q.5** Write Short Notes on **ANY THREE**: (12)
- a) Seven C's of communication
 - b) Strategies for good conversation
 - c) Non-verbal aspects of written communication
 - d) Steps for better reading

SECTION-II

- Q.6** Draft your C V and a Job Application letter in response to an advertisement for the post of a teacher for a newly opened IB curriculum school. Make necessary assumptions. (12)
- Q.7** As a Dealer of Electronic goods, you have received an enquiry for forty Laptops from 'Sharptech Enterprises'. Draft a reply to that enquiry letter offering him discount on purchase of fifty Laptops. (12)
- Q.8** a) Outline the steps to be taken for an effective Presentation. (6)
b) Highlight the qualities of a skillful Presenter (6)

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