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Total No. of Pages : 04

Total No. of Questions : 09

B.Sc.(Business Economics) (BBE) (2015 to 2017) (Sem.–1)

BUSINESS COMMUNICATION – I

Subject Code : BBE-104

Paper ID : [72694]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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

Q1 Do as directed :

- a) Describe encoding and decoding.
- b) Write the importance of feedback.
- c) Punctuate the following :

*the sun has set the moon has risen the stars have come out and night has arrived
declared the hermit*

- d) Write the following sentences in the active form :

i) The king was welcomed by the people.

ii) My cares are left behind.

- e) Describe business etiquettes.
- f) Explain the importance of agenda.
- g) Convert the complex sentences into simple sentences :

i) He admitted that he had done wrong.

ii) Tell me where your brother lives.

- h) Describe non-verbal communication.
- i) Choose the correct word from the bracket :

Let you and _____ (I, me) be friends.

Insert or omit article(s) where necessary :

A black and a white kitten was playing in the garden.

- j) Explain the features of effective communication.

SECTION-B

UNIT-I

Q2 a) Fill in the blanks with reflexive pronouns :

- i. The boys hid _____.
- ii. They exerted _____ a lot.
- iii. I spoke to the president _____.

b) Fill in the blanks with adverbs :

- i. He _____ comes home late.
- ii. He is fairly rich, but his uncle is _____ poor.

c) Fill in the blanks with conjunctions :

- i. He will pass _____ he works hard.
- ii. I cannot see _____ she can win.

d) Insert the suitable prepositions :

- i. He deals _____ Japanese silk.
- ii. I depend _____ her coming _____ 5 'o clock.
- iii. I am not blind _____ my faults.

Q3 a) Fill the correct form of the verb :

- i. We thanked her for what she _____ for us (do).
- ii. I _____ 20 next birthday (am, shall be, would have been).
- iii. If you had asked me to do it, I _____ (do) it.
- iv. If it rains, the sports meeting _____ (postpone).

b) Punctuate the following sentences :

- i. what a good boy you are
- ii. the king having defeated his enemies returned to his country
- iii. shanta is a sindhi tarabai a Bengali

c) Fill in the adjectives:

- i. This is the _____ news.
- ii. We can't go any _____ without a rest.
- iii. We must get _____ information.

UNIT-II

Q4 a) Change the active form into passive :

- i. We shall pardon her.
- ii. Will the postman deliver the letters?
- iii. They kept us waiting.
- iv. Do not laugh at a beggar.

b) Convert the compound sentences into simple sentences :

- i. He took his hat and set off.
- ii. The sun rose and the fog disappeared.
- iii. You must work hard or you will not win the first prize.

c) Convert the simple sentences into complex sentences :

- i. We heard of her failure.
- ii. I do not know the day of his death.

d) Write one word for :

- i. A number of cattle, deer, goats.

Q5 a) Change the degree of comparison without changing the meaning :

- i. He runs as fast as a deer.
- ii. December is the coldest month in India.

b) Turn the following sentences into negative form without changing the meaning :

- i. Only a fool would behave in such a way.
- ii. She gave us little reward.
- iii. As soon as the thief saw the policeman he ran away.

c) Turn the following into indirect speech :

- i. “Keep quiet, boys. Do not make a noise”, said the teacher.
- ii. He said to his friend, “Please tell me what time it is?”
- iii. He said, “Let us go out for a walk today.”

d) Write the antonyms of the following words :

- i. Barren
- ii. Freedom

UNIT-III

Q6 Describe the various barriers to effective communication.

Q7 Explain the 7 Cs of effective business communication.

UNIT-IV

Q8 Write a letter of enquiry to the manufacturer of batteries seeking information about the different kinds of products, so that a decision may be taken for placing an order.

Q9 Describe the importance of non-verbal communication while delivering a speech.