

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course Name : BBA
Subject Name : Business Communication -1
Subject Code : BBAAEC104

Date : 28-02-2026
Time : 11:30AM TO 12:30PM
Max Marks : 35

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (10)

(1) "People may hear your words but they feel your attitude" - discuss this with a view to non-verbal communication.

(2) "Before you assume, try a method of asking" - discuss this with a view to psychological barrier.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (10)

(1) What is oral communication? Discuss.

(2) Discuss about Organizational Communication in detail.

Q.-3. Write short notes on any two of the following topics. (10)

(1) Short Note: Advantages of Oral Communication

(2) Short Note: Formal Oral Communication

(3) Discuss the difference between Listening and Hearing.

(4) Discuss traits of a good listener.

(5) Why subject line is important in business letter?

Q.-4. Tick (✓) the correct alternative (5)

(1) Proxemics is a part of _____

A) Verbal communication

B) Non-verbal communication

C) None of the above

D) Both a and b

(2) Communication between Human being and nonhuman being is known as _____

A) Extrapersonal communication

B) Interpersonal Communication

C) Intrapersonal communication

D) Mass Communication

(3) The study of space language is known as _____

A) Kinesics

B) Proxemics

C) Paralinguistics

D) None of the above

(4) Poor attention is a part of _____

A) Physical barrier

B) Linguistic barrier

C) Psychological barrier

D) All of these

(5) Informal communication is known as _____ communication.

A) Grapevine

B) Lateral

C) Extrapersonal

D) Horizontal
