

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

Course	: BBAAT	Date	: 08-06-2026
Subject Code	: BBAATR304/BBAATR25304	Time	: 11:30am to 01:45pm
Subject Name	: Business Communication & Soft Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain the meaning of personality and discuss the importance of personality development in communication skills.
2. What is communication? Explain the process of communication with suitable examples.
3. Explain verbal and non-verbal communication with examples.
4. Discuss barriers to communication and suggest remedies to overcome them.
5. Explain the importance of communication skills and personality in workplace success.

Section B

Answer the following (Attempt any four) (20)

1. Explain the importance of body language.
2. Write a short note on pleasing personality.
3. Differentiate between formal and informal communication.
4. Explain listening skills and their importance.
5. Write a short note on positive attitude and self-confidence.
6. Explain the importance of effective communication in personal and professional life.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 The term personality is derived from the Latin word:
(A) Persona (B) Personal
(C) Personae (D) Person
- 2 Communication is a:
(A) One-way process (B) Two-way process
(C) Mechanical process (D) Technical process
- 3 Which of the following is a type of non-verbal communication?
(A) Listening (B) Reading
(C) Body language (D) Writing
- 4 Which skill is most important for effective communication?
(A) Listening (B) Sleeping
(C) Drawing (D) Singing
- 5 Formal communication generally follows:
(A) Rumours (B) Grapevine
(C) Official channel (D) Personal relation

- 6 Which of the following is a barrier to communication?
(A) Clarity (B) Noise
(C) Confidence (D) Feedback
- 7 A business letter should be:
(A) Informal (B) Clear and concise
(C) Emotional (D) Lengthy
- 8 Feedback completes the process of:
(A) Reading (B) Writing
(C) Communication (D) Thinking
- 9 Eye contact is an example of:
(A) Verbal communication (B) Written communication
(C) Non-verbal communication (D) Formal communication
- 10 Personality development helps to improve:
(A) Confidence (B) Communication skills
(C) Positive attitude (D) All of the above

Part – B (Do as Directed)

(10)

Write True or False.

- 1 Communication is a continuous process.
- 2 Body language is a part of verbal communication.
- 3 Personality development helps in building self-confidence.
- 4 Listening is not important in communication.
- 5 Feedback is necessary for effective communication.
- 6 Formal communication never follows official channels.
- 7 Noise can become a barrier to communication.
- 8 A business letter should use unclear language.
- 9 Eye contact improves communication effectiveness.
- 10 Positive attitude is harmful in personality development.
