

Dr. Babasaheb Ambedkar Open University, Ahmedabad
Term-End Examination July - 2026

Course Name : BBA/DBA
Subject Name : Business Communication -1
Subject Code : BBAAEC104/ DBAAEC104

Date : 23-08-2026
Time : 11:30am to 12:30pm
Max Marks : 35

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (10)

- (1) Explain types of Reading.
- (2) Write about layout of business letter in detail.

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

- (1) Discuss barriers to Listening.
- (2) Discuss various elements of physical barrier in communication with suitable examples.

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

- (1) Memorandum
- (2) Chronemics
- (3) Role of a receiver
- (4) Intrapersonal Communication.
- (5) Advantages of oral Communication.

Q.-4. Tick (✓) the correct alternative (05)

(1) Letter is a part of _____

- | | |
|--------------------------|-----------------------|
| A) Written Communication | B) Oral communication |
| C) Both a and b | D) None of the above |

(2) In _____ the listener appreciates the speaker for the speech.

- | | |
|---------------------------|----------------------|
| A) Active Listening | B) Passive Listening |
| C) Appreciative Listening | D) All of these |

(3) How are the initials of the officer and the typist separated in the identification mark?

- | | |
|---------------------------|------------------|
| A) By a comma | B) By a colon |
| C) By an oblique mark (/) | D) By a dash (–) |

(4) Communication starts with _____

- | | |
|-------------|-------------|
| A) Decoding | B) Sender |
| C) Channel | D) Feedback |

(5) _____ suggests active presence of mind at the time

- | | |
|---------------------|----------------------|
| A) Active Listening | B) Passive Listening |
| C) Communication | D) None of the above |
