

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

Course	: BBAR/DBAR	Date	: 19-07-2026
Subject Code	: BBAR-103/DBAR-103	Time	: 11:30am to 01.45pm
Subject Name	: Business Communication Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Describe the Process of Communication.
2. Explain the Paragraph Writing in detail.
3. Describe the Stages of Writing in detail.
4. Describe the Job Application Letters in detail.
5. Describe the Tips to Write Good Essay in detail.

Section B

Answer the following (Attempt any four) (20)

1. Explain the Verbal Communication.
2. Draft a letter of inquiry asking for quotations to repair and paint the infrastructure of your building.
3. Discuss the Dialogue between a customer and a shopkeeper.
4. Explain the Charge Sheet.
5. Is Money an Effective Motivator at Work?
6. Describe the Tips to Write Professional Mails.

Section C

Part – A (Multiple Choice Questions) (10)

1. _____ helps to bring better results
A Warning B Motivation
C Appeal D Complaint
2. Red colour is a sign for _____
A Danger B Love
C Both of the above D None of the above
3. Interrogative and Intensive are types of:
A Adjective B Verbs
C Adverbs D Pronouns
4. Business messages must be
A lengthy B detailed
C concise D Informal
5. The full stop indicates the sentence has just:
A Begun B mid-way
C been continued D ended

- 6 Scanned signature of the sender is:
A Necessary B Optional
C Compulsory D Advisory
- 7 Conversation where a person is talking to himself is called a:
A Dialogue B Conversation
C Monologue D All of the above
- 8 A Letter of Resignation must be:
A Polite B Rude
C Offensive D None of the above
- 9 Reports are a form of _____ communication:
A Downward B Upward
C Horizontal D Grapevine
- 10 An essay is usually a
A short piece of writing B rhyme
C poem D long piece of writing

Part – B (True or False)

(10)

- 1 An article is an adjective. Like adjectives, the function of articles is to modify nouns.
- 2 Paragraph development by Space and Time is like that by examples, but only to an extent.
- 3 Under Paragraph Development by Space and Time, Ideas are organized based on space or spatial relationships with or without reference to time.
- 4 The information in the letter can be vague.
- 5 At the time of writing, negative words should be totally eliminated from the text.
- 6 The complaint letters must be answered at the earliest.
- 7 You should end the conversation abruptly.
- 8 Letters of Condolences are just a formality.
- 9 E-mail makes everything easier and faster including making a powerful business impression and establishing positive professional relationships.
- 10 E-mail is known as electronic mail.
