Dr. Babasaheb Ambedkar Open University
Term End Examination December – 2019

Course	**:**	**BBA/BBAHT/BBAIB/DBA**	**Date**	**:**	**06-Jan-2020**
Subject Code	**:**	**BBA-103(NEW/OLD)/BBAHT-103(OLD)/BBAIB-103/DBA-103**	**Time**	**:**	**03:00pm to 06:00pm**
Subject Name	**:**	**Business Communication Skill**	**Duration**	**:**	**03 Hours**
			Max. Marks	**:**	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Write down in brief the basic requirements of writing paragraphs.
2. Discuss idioms and phrases with suitable examples.
3. Write a brief note on the language to be used in business correspondence.
4. Which do you think is the best way to inform someone about a dismissal, oral or written?
5. Imagine your company opens its first branch in another city. What type of correspondence will be required for managing the same?

Section B

Answer the following (Attempt any four) **(20)**

1. Briefly explain the various types of pronouns.
2. What are various techniques of writing a paragraph?
3. Role of covering letter in business communication
4. Write short notes on : Order of Appointment
5. Write short notes on : Communication with Regional and Branch Offices
6. Write in detail Tips for writing professional mails.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 A _____ is that part of the sentence that expresses some sudden feeling or emotion.

A Conjunction B Adverb
C Interjection D Preposition

2 _____ indicate relationships with regard to place and use location related terms such as around, at and between.

A Preposition of place B Preposition of direction
C Preposition of time D None of the above

3 _____ answer the question how?

A Adverb of Place B Adverb of Degree
C Adverb of Time D Adverb of Manner

4 Interrogative and Intensive are types of :

A Adverbs B Pronouns
C Verbs D Adjective

5 _____ is nothing but the similar meaning of a particular word or its semantic relation.

A Synonyms B Antonyms

C Both A & B D None of the above

6 The first stage of writing is:

A Pre- drafting B post drafting

C writing D Talking

7 When writing material must always be

A false B unorganized

C unbecoming D organized

8 Avoid:

A thoughtful writing B simplification

C redundancies D polite tone

9 Anything spoken by mouth is called as _____communication.

A Interpersonal. B Verbal.

C Written. D Intrapersonal.

10 The medium of communication other than oral and written communication is called as _____communications

A Written. B Interpersonal.

C Intrapersonal. D Non Verbal.

Part – B (Do as Directed) **(10)**

1 Demonstrative: These pronouns function as noun equivalents within the structure of a sentence. True or False

2 Business messages must be _____.

3 When writing a business message you must write in _____.

4 Use of dush to join two or more words serving as a single adjective before a noun. True or False

5 The indefinite article is used before both singular and plural nouns when the noun is specific or particular. True or False

6 _____ is a person who sends the message

7 _____ is a person for whom the message is intended.

8 Oral communication is essential for _____and group energy.

9 _____ Communication provides ready records and references.

10 An article is an adjective. Like adjectives, the function of articles is to modify nouns. True or False