



PBJ-161100010101 Seat No. _____

B. B. A. (Sem. I) Examination

November / December - 2018

English

(Communication Skill & Business Writing)

(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions :

- (1) Attempt all the questions.
- (2) Figure on the right indicate marks.

- 1** (a) Answer any **six** of the following questions **6**
in a sentence or two :
- (1) What is communication ?
 - (2) What is an oral communication ?
 - (3) What are the features of communication ?
 - (4) What are the essentials of effective oral communication ?
 - (5) What is non-verbal communication ?
 - (6) What is the meaning of feedback ?
 - (7) What is the meaning of encoding in communication ?
 - (8) What is the meaning of space language ?
 - (9) What is paralanguage ?
- (b) Write short notes on any **two** : **8**
- (1) Space language.
 - (2) Body language.
 - (3) Disadvantages of written communication.
 - (4) Para language.
- 2** (a) Answer any **one** of the following questions : **7**
- (1) Communication process.
 - (2) What are advantages of oral communication ?
- (b) Answer any **one** of the following : **7**
- (1) Write situations for oral and written communication.
 - (2) What are advantages of written communication ?
- 3** (a) Answer any **four** of the following questions in brief : **8**

- (1) What are characteristics of written communication ?
 - (2) What is the meaning of gesture ? Give examples of two common gestures.
 - (3) What is a facial expression ? Give examples of facial expressions.
 - (4) What are the functions of the receiver ?
 - (5) What are methods of non-verbal ?
 - (6) What is the meaning of word stress ?
- (b) Answer any **three** of the following questions in brief : **6**
- (1) What are types of reports ?
 - (2) What is a report ?
 - (3) What are functions of a report ?
 - (4) What is an individual report ?
 - (5) What is committee report ?
- 4** (a) Write a report on any **one** of the following : **7**
- (1) Draft an individual report on the decline sales of readymade shirts.
 - (2) Draft a committee report on advisability of setting up a cement factory in Gujarat.
- (b) (1) Draft a notice on behalf of Om Cement Industries Ltd. for the third meeting of the Board of Directors. Enclose the Agenda of the meeting. **7**
- OR**
- (2) Draft a circular inviting employees to the silver jubilee function of the company.
- 5** (a) (1) Draft a memo to all employees declaring year end bonus. **7**
- OR**
- (2) Write the minutes of the Head of the Department of Excellent University, Hyderabad.
- (b) (1) Draft a questionnaire on effect of corruption in society. **7**
- OR**
- (2) Prepare Handout related to Insurance.