

[Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 2]

First Year B.B.A. (Computer Application)
CA-101 : BUSINESS COMMUNICATION SKILLS
(2019 CBCS Pattern) (Semester -I)

[Time : 2½ Hours]

[Max. Marks : 70]

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Fill in the blanks (Attempt any five out of Six): **[5]**

- a) The first page of a letter should be typed on a _____.
 - i) Letterhead
 - ii) correctness
 - iii) Inside Address
 - iv) None of the above
- b) The individual ,group or organization that starts the process of communication is known as _____.
 - i) Receiver
 - ii) sender
 - iii) Translator
 - iv) channel
- c) Order letter contains information related to _____.
 - i) prices agreed on
 - ii) Quality of good
 - iii) Delivery Date
 - iv) All of the above
- d) Fax can be _____.
 - i) Digital
 - ii) Analog
 - iii) Electronic
 - iv) both (i)&(ii)
- e) Letter should be answered _____.
 - i) Promptly
 - ii) orally
 - iii) Non-verbally
 - iv) softly
- f) Voicemail is also known as _____.
 - i) Voice male
 - ii) Voice bank
 - iii) Voice tank
 - iv) Voice communication

P.T.O.

- B) Match the following:** [5]
- | | |
|--|-----------------------------|
| a) Mentioning the number of the documents/papers are enclosed in the | i) Social media |
| b) Active listening | ii) Business letter |
| c) Twitter | iii) Enclosures |
| d) Non-verbal communication | iv) understanding & hearing |
| e) External forms of communication | v) Body language |

- C) True or False (Attempt any four out of five)** [4]
- The flow of information from junior to superior is called upward communication.
 - Salutation is the component of business letter.
 - The word "memo" is a short of memorandum.
 - Orders and directives are the example of downward communication.
 - Clarity is the one of the principle of effective communication.

Q2) Short Answer (Attempt any three out of four) [3×8=24]

- Explain the role of communication in social and economic system?
- Explain the importance of fax and emails?
- Explain different types of business letter?
- Explain the different types of listening?

Q3) Long answer (Attempt any two out of four) [2×16=32]

- Explain different types of communication in details ?.
- What are the barriers to communication? Explain it?
- Write a short note on video conferencing and internet?
- Explain different internal forms of communication?

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