

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) Which of these is the third element of communication?
 - i) Sender
 - ii) Channel
 - iii) Message
 - iv) Receiver
- b) _____ is the last step in the listening process.
 - i) Remembering
 - ii) Understanding
 - iii) Responding
 - iv) Selecting
- c) The process of communication through exchange of the business letter is known as _____.
 - i) Business correspondence
 - ii) correspondence
 - iii) Transformation of information
 - iv) None of the above
- d) Which of these occur because of difference in language?
 - i) Physical barriers
 - ii) Linguistic barriers
 - iii) cultural barriers
 - iv) All of the above
- e) _____ among the following is the merit of written communication.
 - i) Precise
 - ii) unclear
 - iii) Inaccurate presentation
 - iv) None of the above
- f) Voicemail is also known as _____.
 - i) Voice mail
 - ii) Voice bank
 - iii) Voice tank
 - iv) Voice communication

P.T.O.

B) Match the following:

[5]

- | | |
|-----------------------------------|-------------------------------|
| 1) Noise | a) Principle of communication |
| 2) Salutation | b) Non-verbal communication |
| 3) Internal written Communication | c) Greeting to the recipient |
| 4) Body language | d) circular |
| 5) Correctness | e) Physical barriers |

C) True or False (Attempt any four out of five)

[4]

- SMS means simple message service
- Grapevine communication is associated with Horizontal communication.
- Pictures and words are the examples of semantic barriers.
- Orders and directives are the example of downward communication.
- Limit Humour is the constraints of effective written communication.

Q2) Short Answer (Attempt any three out of four)

[3×8=24]

- Define communication? Explain the role of communication in social and economic system?
- What do you understand by listening? Explain different types of listening?
- Explain the Qualities and Difficulties in written communication?
- Write a short note on Fax and Internet ?

Q3) Long answer (Attempt any two out of four)

[2×16=32]

- Explain the different types of business letter?
- Define written communication? Explain barriers to communication and the remedies to overcome the barriers?
- Explain the different forms or methods of written communication?
- Describe different modes of social media .Also, Explain the role of social media in communication?