

END TERM EXAMINATION

FIRST SEMESTER [BBA] DEC.2014- JAN.2015

Paper Code: BBA-111

BBA(TTM)-111

BBA(MOM)-111

**Subject: Personality Development and
Communication Skills-I**

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) Write a short note on the need and importance of business communication. (7)
(b) Why is it necessary for a businessman to make use of combination of the various media of communication? (8)
- Q2 (a) What do you understand by grapevine? What is its importance in an organization? (7)
(b) How does language act as a barrier to effective communication? (8)
- Q3 (a) Explain in brief the business letter as a means of spreading goodwill. (7)
(b) Name the parts of a good business letter and draw a diagram indicating the position of each part in the letter. (8)
- Q4 (a) Correct the following sentences:-
(i) I prefer using a computer than a type writer. (2)
(ii) He does not know nothing about this project. (2)
(b) Use the word 'invalid' in two different senses. (2)
(c) Write the synonyms of 'save' and 'trapped' and use them in sentences of your own (4)
(d) Correct tense form of the verbs given in these brackets-
(i) Did you see me _____ (come) in the distance? (2)
(ii) Usually I _____ (not mind) him at all. (1)
(e) Combine the following sentence using (not only) and 'but also':
Anaesthesia has reduced pain. It has saved many lives. (2)
- Q5 (a) Explain the importance of positive body language in communication. (7)
(b) Write a short note on 'office orders'. (8)
- Q6 (a) Draft a suitable reply to a customer who has complained about the poor services of the type writer supplied by you. (7)
(b) Draft a sales letter to promote the sales of some new cosmetics. (8)
- Q7 (a) What is an E-mail? What are the basic etiquettes of writing an e-mail? (8)
(b) What is Role Playing? What is its importance? (7)
- Q8 Write short notes on the following:- (3x5=15)
(a) Press release
(b) Agenda
(c) Notice