

B.B.A 1<sup>st</sup> Sem

Total No. of printed pages = 8

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2012

**EFFECTIVE ENGINEERING AND  
BUSINESS COMMUNICATION**

Paper : 1.1

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks  
for the questions.

1. A. Choose the correct answer :  $1 \times 5 = 5$
- (i) Communication within the mind of a person  
is known as :
- (a) Intrapersonal communication
  - (b) personal communication
  - (c) interpersonal communication
  - (d) impersonal communication.

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(ii) Statutory reports are prepared and presented on the basis of:

- (a) requirement by law
- (b) non-requirement by law
- (c) number of people
- (d) functions.

(iii) A bad news letter assumes reader's attitude towards message to be:

- (a) varied
- (b) negative
- (c) positive
- (d) neutral.

(iv) A list of items to be considered at a meeting is referred to as:

- (a) an essay
- (b) an agenda
- (c) a draft
- (d) a precis.

(v) The method or vehicle used to transmit a message is known as:

- (a) process
- (b) channel
- (c) sender
- (d) feedback.

B. Write whether the following statements are true or false :  $1 \times 5 = 5$

- (i) Upward communication is interaction with peers of an organization.
- (ii) The heading / letter head of a business letter contains the name and address of the sender.
- (iii) Providing excess information is bad as it does not help the receiver to sift and sieve.
- (iv) Sales letters need to be persuasive.
- (v) The listener receives an encoded message which he attempts to decode.

2. Answer the following questions (any five):

$2 \times 5 = 10$

- (a) What is the importance of a notice in an organization?

- (b) How does positive personal attitude affect communication ?
- (c) Mention two advantages of office memorandum.
- (d) What is the strategy adopted in a sales letter ?
- (e) What is referred to as 'whole communication'?
- (f) What are the distinctive features of an order letter ?
- (g) Mention two advantages of nonverbal communication.

3. Answer the following questions (any four) :

5×4=20

- (a) What are the advantages of 'grapevine'?
- (b) 'Gestures also communicate'. Discuss
- (c) What are the different kinds of reports ?
- (d) What are the limitations of oral communication ?
- (e) Mention the essential features of a good oral presentation.

4.1. Correct the following sentences (any five) :

1×5=5

- (a) Of the two girls, Meena was the tallest.
- (b) No less than fifty miners were killed in the explosion.
- (c) This is the most unique excuse I have ever heard.
- (d) The two first boys were awarded gold medals.
- (c) They departed to Kolkata.
- (f) Does he wish I to go ?
- (g) Rita has been sick from last sunday.

II. Fill in the blanks with appropriate articles (any two) :

1×2=2

- (a) ——— darkest cloud has a silver lining.
- (b) Wait ——— minute.
- (c) She is ——— untidy girl.

III. Rewrite the following sentences using the verbs in the brackets in their correct tense forms (any five) :

1×5=5

- (a) The headmaster ——— (want) to speak to you.

- (b) I — (do) a lot of work today.
- (c) Everyday last week my aunt — (break) a plate.
- (d) I — (not see) him since we met a year ago.
- (e) When I get home, my dog — (sit) at the door waiting for me.
- (f) I know all about that film because I — (see) it twice.

IV. Make sentences with the following (any five) :  $1 \times 5 = 5$

- (a) in the good books of
- (b) took to his heels
- (c) up-to-date
- (d) at your beck and call
- (e) bag and baggage
- (f) right-hand man.

V. Write the synonyms of the following words (any four) :  $1 \times 4 = 4$

- (a) modest
- (b) candid

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- (e) envy
- (d) commence
- (e) courage.

VI. Punctuate the following :  $2 \times 1 = 2$

o master exclaimed ananda weeping bitterly and is all the work undone and all by my fault and folly that which is built on fraud and imposture can by no means endure returned buddha.

VII. Use the correct form of the word in the following (any five) :  $1 \times 5 = 5$

- (a) — he is mistaken (probable).
- (b) Abdul came — of all (early).
- (c) Between Jack and Jill who is the — (tall) ?
- (d) Of Mumbai and Chennai, the former is the — (wealthy).
- (e) She tried — (hard) but she failed her exams.
- (f) The book is — into two parts (divide).

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5. Delite Decorators were given a contract for the renovation of your Company's Reception in a month's time. The work got completed one month late and lighting arrangement is uneven. Draft a complaint letter to them expressing your dissatisfaction with the work and charging them a penalty for late completion.  $12 \times 1 = 12$

Or

What is a Report? Draft a Progress Report on behalf of your bank which had undertaken a new scheme of loan facility at very low interest, with emphasis on :

- (a) Introduction
- (b) Accomplishments
- (c) Problems
- (d) Plans
- (e) Conclusion.