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BBA 1st Sem

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47(1) EEBC 1-1

2014

**EFFECTIVE ENGLISH AND BUSS.  
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 :  $1 \times 5 = 5$

(a) In communication a medium is used to enable :

(i) transmission of the message

(ii) translation of the message

(iii) transgression of the message

(iv) none of the above

Contd.

(b) Most communication failures are caused by what is known as :

- (i) voice
- (ii) noise
- (iii) choice
- (iv) poise

(c) To make communication effective, it is important that the message is frank and

- (i) rigid
- (ii) placid
- (iii) candid
- (iv) turgid

(d) Feelings and emotions are more accurately expressed by :

- (i) verbal communication
- (ii) non-verbal communication
- (iii) metacommunication
- (iv) dyadic communication

(e) In two-way communication, there is :

- (i) active feedback
- (ii) no feedback
- (iii) passive feedback
- (iv) easy feedback

(B) Say whether the following statements are true or false : 1×5=5

- (a) The complimentary close of a letter is dictated by the salutation of a letter.
- (b) Letters written to change an audience's attitude, beliefs and actions are called E-mails.
- (c) Whole communication means inclusion of the emotional impact of a message alongwith the content of the message.
- (d) Business letters act as a valid document and evidence of the contract between two parties.
- (e) The type of communication flow that usually takes place between people of the same status / level of hierarchy in the organization is called upward flow.

2. Answer the following questions : *(any five)*

2×5=10

- (a) How does brainstorming help an organization to take decisions ?
- (b) What do you mean by 'barriers to communication' ?
- (c) How is a memo useful to an organization ?
- (d) What are the disadvantages of formal communication ?
- (e) Mention *two* advantages of adopting a you-attitude.
- (f) How is a sales letter different from a circular letter ?
- (g) Define effective communication.

3. Answer the following questions : *(any four)*

5×4=20

- (a) What is the purpose of writing an Executive summary ?
- (b) What are the points to be considered while drafting an auction notice ?
- (c) Distinguish between verbal and non-verbal communication.

(d) What are the essentials of a good press-note ?

(e) Discuss the various steps to be followed while preparing and writing a Project Report.

(f) How can business letters be made effective ambassadors of communication ?

4. I. Correct the following sentences : *(any five)*

1×5=5

(i) He tells a lie.

(ii) The farther I went, the bad it became.

(iii) She gave us a lot of informations about the bank's credit facility.

(iv) Sunil will return back to Jorhat next Monday.

(v) His father looks terrible old.

(vi) She would rather die or beg.

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

1×2=2

(a) Have you been to \_\_\_\_\_ Nilgiri Hills ?

(b) Kindly give me \_\_\_\_\_ blue ball-point pen.

(c) There is a European and \_\_\_\_\_ African among the tourists.

III. Rewrite the following sentences using the verbs in brackets in their correct tense forms :  
(any five) 1×5=5

- (a) This paper \_\_\_\_\_ twice weekly. (appear)
- (b) I \_\_\_\_\_ a new bicycle last week. (buy)
- (c) She jumped off the bus while it was \_\_\_\_\_ . (move)
- (d) The train \_\_\_\_\_ before we reach the station. (leave)
- (e) Did you think you \_\_\_\_\_ me somewhere before ? (see)
- (f) When I get home, my dog \_\_\_\_\_ at the door waiting for me. (sit)

IV. Make sentences to illustrate the use of the following idioms : (any five) 1×5=5

- (a) broke off
- (b) carry out
- (c) got away
- (d) well off
- (e) call on
- (f) give up

V. Rewrite the following sentences as directed :  
(any four) 1×4=4

- (a) Their glory can never fade.  
(Turn into interrogative)
- (b) Is he not a great fool ?  
(Turn into assertive)
- (c) My sister is the tallest girl in the class.  
(Turn into positive)
- (d) We must love those who live near us.  
(Turn into simple)
- (e) Unless you study hard you will fail.  
(Turn into compound)

VI. Give the synonyms of the following words :  
(any four) 1×4=4

- (a) abandon
- (b) envy
- (c) courage
- (d) novice
- (e) terminate

VII. Punctuate the following :  $2 \times 1 = 2$   
attention application accuracy method  
punctuality and dispatch are the principal  
qualities required for the efficient conduct  
of business of any sort.

VIII. Use the correct forms of the words in the  
following : (*any three*)  $1 \times 3 = 3$

(a) Rahim is the most \_\_\_\_\_ boy in  
the village. (courage)

(b) Rama is \_\_\_\_\_ than Hari by two  
years. (old)

(c) His age is a matter of minor  
\_\_\_\_\_. (important)

(d) The sun is \_\_\_\_\_ brightly. (shine)

5. Answer *any one* of the following :  $10 \times 1 = 10$

(a) You are the sales Manager of 'Reliance  
Trends'. Draft a circular letter to dealers  
announcing end of season discounts.

(b) Draft an order letter for 250 T-shirts,  
specifying colour and size and mentioning  
date of delivery and mode of payment.