

Roll No. ....

Total No. of Questions : 11] [Total No. of Printed Pages : 5

**AY-280**

**B.B.A. I<sup>st</sup> Year Examination, 2019**

**Communication Skill**

**Paper - II**

**(Group - I)**

**Time : 3 Hours]**

**[Maximum Marks : 40**

**Note :-** Attempt all the questions.

**SECTION - 'A'**

**5×1=5**

**Objective Type Questions**

1. Choose the correct answer :

- (i) Which of the following classification is according to organization structure ?

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(1)

P.T.O.

- (a) Written and oral
- (b) Vertical and horizontal
- (c) Verbal and non - verbal
- (d) Formal and informal

(ii) Message is

- (a) Raw
- (b) Structural
- (c) Encoded
- (d) decoded

(iii) Semantic problem relates to

- (a) badly expressed message
- (b) Meaning associated with words
- (c) intention of the speaker
- (d) Poor listening

(iv) Communication is helpful in

- (a) Group leadership
- (b) Moral boosting
- (c) Coordination of Organisation
- (d) All of the above

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(2)

- (v) Kinesics is
- (a) Facial expression
  - (b) Communication of touch
  - (c) Communication of space
  - (d) Time language

**SECTION - 'B'**

5×2=10

**Short Answer Type Questions**

2. What are the components of effective communication ?  
Discuss in detail with the help of diagram.

**OR**

What are the various types of barrier to communication ?

3. Write a short note on :
- (a) Public speech
  - (b) Debate

**OR**

Write a detailed note on group discussion.

4. What is kinesics ? What is the role of body language in communication.

**OR**

Differentiate between listening and hearing.

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(3)

P.T.O.

5. Write a job application to HR Manager, BHEL Pvt. Ltd., Bhopal in response to the job of senior engineer, published in the times of India.

**OR**

What are the points to be kept in mind while drafting minutes of meeting with example.

6. What are the 5 c's of effective business communication.

**OR**

What is the difference between quotation letter and tender ?

**SECTION - 'C'**

5×5=25

**Long Answer Type Questions**

7. Discuss the importance of communication for professionals.

**OR**

Define communication. What are the different types of communications ?

8. What do you mean by non - verbal communication ? Discuss the application of non - verbal communication in an organization.

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(4)

**OR**

Explain active listening and its advantages and disadvantages.

9. What do you mean by GD ? Explain its Do's and donts.

**OR**

Discuss the various elements that constitute a report.

10. Write a note on drafting of natives give suitable example.

**OR**

A successful job application is the first step to ours career.

Elaborate the statement.

11. Draft a letter inviting quotations for office furniture. Invent the necessary details regarding their shape, size, number etc.

**OR**

What are the elements that constitute a formal letter ?

Elucidate

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