

**BACHELOR OF BUSINESS ADMINISTRATION  
FIRST SEMESTER  
BUSINESS COMMUNICATION  
BBA-101**

Duration: 3 hrs.

Full Marks: 70

**[ PART-A : Objective ]**

Time: 20 min.

Marks : 20

**Choose the correct answer from the following:**

**1 × 20 = 20**

- b. The Sports Department of University of Science & Technology, Meghalaya is organising a summer camp for training students in hockey and basketball. Invent necessary details and draft a notice in about 50 words. You are Rahul/ Supriya, the sports co-ordinator.
6. Explain the various barriers of communication in business with suitable examples. 10
7. Write in brief about the essentials in a business presentation 10
8. Consider yourself to be the Student Secretary of your University Library. Draft a letter placing order for books of general interest and communication development. Also, request to provide discount as the order would be funded by the students. 10

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1. Which of the following is NOT a principle of communication?  
a. Principle of clarity  
b. Principle of adequacy  
c. Principle of consistency  
d. Principle of retention
2. Which of the following is NOT an objective of communication?  
a. Stronger Decision Making  
b. Increased productivity  
c. Steadier Workflow  
d. Increased conflicts
3. Communication is the task of imparting.....  
a. Training  
b. Information  
c. Knowledge  
d. Message
4. ....of the letter consists of main message.  
a. Heading  
b. Body  
c. Greeting  
d. Closing
5. The full form of CV is  
a. Career Vitae  
b. Curriculum Vitae  
c. Curriculum Vitay  
d. Career Vitay
6. Which of the following is/are Principle of Communication?  
a. Principle of feedback  
b. Principle of timeliness  
c. Principle of attention  
d. All of the above
7. ....is given to solve employees' mental stress and improve the employees' productivity.  
a. Counseling  
b. Medical treatment  
c. Warning  
d. Suggestion
8. Horizontal communication takes place between  
a. Superior to subordinate  
b. Subordinate to superior  
c. Employees with same status  
d. None of these
9. The formal greeting with which a business letter begins is called  
a. Reference  
b. Subject  
c. Salutation  
d. Body copy



10. The following is(are) non-verbal communication  
 a. Facial expression                      b. Posture  
 c. Appearance                                d. All of the above
11. Communication is the task of imparting \_\_\_\_\_  
 a. Training                                    b. Information  
 c. Knowledge                                d. Message
12. The \_\_\_\_\_ body of the presentation should be broken into short and clear units  
 a. Main                                        b. Middle  
 c. Upper                                        d. Lower
13. Which of the following term best describes the grapevine as a communication pattern?  
 a. Diagonal                                  b. Informal  
 c. Serial                                        d. Verbal
14. In which of the following case is a salutation not required?  
 a. Reports                                    b. Memos  
 c. Business Letters                        d. Applications
15. Which of these should not be avoided for effective communication?  
 a. Noise                                        b. Planning  
 c. Semantic problems                      d. Wrong assumptions
16. Which of these is the external sounds present in the channels of communication?  
 a. Noise                                        b. Semantic problems  
 c. Cultural barriers                        d. Over communication
17. \_\_\_\_\_ are problems arising from expression.  
 a. Cultural barriers                        b. Semantic problems  
 c. Wrong assumptions                      d. Selecting perception
18. In which of these problems, the actual message is lost in the jungle of information?  
 a. Selecting perception                      b. Over communication  
 c. Under communication                    d. Filtering
19. \_\_\_\_\_ means to impart understanding of the message.  
 a. Encoding                                  b. Receiver  
 c. Decoding                                  d. Feedback
20. \_\_\_\_\_ is the first enemy of communication.  
 a. Noise                                        b. Clarity  
 c. Politeness                                d. Completeness

**( PART-B : Descriptive )**

Time : 2 hrs. 40 min.

Marks : 50

*[ Answer question no.1 & any four (4) from the rest ]*

1. Explain ten objectives of communication. 10
2. a. Explain the principle of clarity of communication. 5+5= 10  
 b. Explain the principle of feedback.
3. a. Write an application to the Manager of the bank you are working in applying for a leave of 7 days as you are going on a vacation. You may assume any details that may be considered necessary. 5+5 =10  
 b. Design a CV in a proper format to apply for the post of Sales Manager/ HR Executive at 'TTC Limited' highlighting your key skills and competencies for the job. You may assume any details that may be considered necessary.
4. a. Explain the Shannon-weaver model of communication along with a well-labelled diagram. 4+ 6 =10  
 b. Explain the Westley and Mac Lean's model of communication along with a flowchart.
5. a. In the recent budget, there was a significant reduction of duties on imported cars. You are the Sales Manager of Speed Motors, a local automobile company. Due to reduction in import duties, it is feared that the car sales of local companies would drop. Write a Memo to the managing director of the Speed Motors, informing him about the impact of the new development. 5+5= 10