

--	--	--	--	--	--	--	--	--	--



GIET UNIVERSITY, GUNUPUR – 765022
B. B. A. (First Semester) Examinations, February – 2023
21BBAPC11002 – Business Communication

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define the term 'Communication'.	CO 2	K2
b. State two objectives of communication.	CO 2	K2
c. Differentiate between formal and informal communication.	CO 2	K2
d. Discuss verbal and non-verbal communication.	CO 3	K1
e. Paraphrase feedback in communication process.	CO 2	K2
f. List two objectives of communication.	CO 2	K1
g. Mention the four language skills.	CO 2	K2
h. How listening different from hearing?	CO 2	K2
i. List the synonyms: (i) Order (ii). Ask (iii). Pretty (iv). Fragile.	CO 2	K2
j. List the antonyms: (i). Success (ii). Honest (iii). Present (iv). Busy.	CO 2	K2

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Explain in detail how the Communication process works. (OR)	8	CO 1	K2
b. Discuss the Importance of Communication.	8	CO 1	K1
3.a. Write a note on the different types of Reading. (OR)	8	CO 2	K1
b. Discuss the important of Role Play in developing speaking skills.	8	CO 2	K2
4.a. Explain sentence substitution or one word substitution in note making. (OR)	8	CO 3	K1
b. Elaborate different types of skills in order to develop reading style.	8	CO 2	K2
5.a. Discuss various communication challenges at work place. (OR)	8	CO 3	K1
b. Discuss various direction/channels of communication in an organization with example.	8	CO 1	K1
6.a. Choose the word from the brackets and fill in the blanks	8	CO 2	K2
i. There is someone ___the door. (at/ in)			
ii. The insect bit the little girl. (change to passive)			
iii. I have ___ my homework just now. (Complete)			
iv. When he saw his axe, he smiled happily. (underline the Adverb)			
v. Please give me ___ cake that is on the counter. (the/a)			
vi. The dress is made of silk. (Name the type of Noun)			
vii. Yesterday, I ___ her reply. (have received, received)			
(OR)			
b. You are a sales representative for your company. Write a letter to Alex Argon of ABC Enterprises, introducing one of your products or services. Be sure to give important details about your product/service.	8	CO 3	K1

--- End of Paper ---