(Turn over)

(iii) Decoder *(v)* Beginner

(ii) Encoder *(ii)* Elector

Sometimes known as the:

(a) in the communication process, the sender is

(iii) None of these

(iv) Psychological noise

(vi) Physiological noise

(vii) Physical noise

The category of

SOUNDS THAT DISTRACT COMMUNICATORS FALL INTO

20 x 10 = 200

2. Choose the correct answer of the following:

(a) Objective Type Questions

Group - A

Answer from both groups as directed.

The figures in the margin indicate full marks.

These are for reference purposes only.

Candidates are required to give their answers in

FILL MARKS: 80

TIME: 3 hours

2015

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BBA (i)/S-1/15

BBA (ii)/S-1/200

(4)

- SWOT analysis

- E-mail

- Audience analysis

- Face to face communication

- Feedback

10. Write short notes on any two of the following:

7. Discuss the general principles of effective communication.

6. Discuss the different forms of communication.

5. Must acquire for success in his work?

4. What are the communication skills a manager

- Reports in business communication.

- What is a Report?

- Discuss the importance of

- Communication.

- Means of communication as well as external

- Modern communication in India, both as a

- Shape how telephone has become the kingpin of

- Communication.

- Discuss the types of effective
3. Explain the major objectives of Communication.

Answer any four questions of the following Business Communication. (Turn over)

Group – B

(Vertical Line)

1. Discuss the importance of the following:

(a) Clear and concise

(i) Action words

(ii) Active verbs

(iii) Decorative words

(iv) In a resume, sentences should begin with

(v) Periodic report memos are submitted

(vi) The listener tunes into the speaker's total message, both verbal and non-verbal.

(vii) The following except:

(a) Laughing, crying, sighing and whistling are all examples of:

(b) None of these

(c) Vocal characteristics

(d) None of these

(e) Example of:

(i) Pronouns

(ii) Pronouns

(iii) Blending

(iv) None of these