

B.B.A. / B.C.C.A. (CBCS Pattern) Semester - I  
**UCB1C03 / UBCCAT101 - English : Business Communication-I**

P. Pages : 2

Time : Three Hours



**GUG/S/23/10584**

Max. Marks : 80

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- 1.** Answer **any two** of the following questions in about 150 words each. **16**
- i) Define Communication. Explain the process of Communication in detail.
  - ii) What is Non-verbal Communication? Differentiate between Verbal & Non-verbal Communication.
  - iii) State the characteristics of Business Communication.
  - iv) What are the limitations of Communication?
- 2.** Answer **any two** of the following questions in about 150 words each. **16**
- i) Define barriers to Communication. Describe Semantic barriers in detail.
  - ii) Write a note on Organisational Barriers, suggest measure to overcome it.
  - iii) What is listening? State the importance of listening.
  - iv) Discuss the process of listening.
- 3. a)** Answer **any two** of the following questions in about 50 words each. **8**
- i) Discuss the objectives of Mass Communication.
- OR**
- What are the features of Communication.
- ii) What are the basic principles of Communication?
- OR**
- Describe the characteristics of Communication.
- b)** Answer **any two** of the following questions in about 50 words each. **8**
- i) What are personal barriers to Communication?
- OR**
- Write a note on Physiological or Biological barriers of Communication.
- ii) State the importance of Listening.
- OR**
- What are the barriers to effective Listening?

4. Answer **any eight** of the following questions in not more than three lines each. **16**
- i) What do you mean by inter personal Communication.
  - ii) State the importance of Feedback in Communication.
  - iii) What are the demerits of Verbal Communication?
  - iv) State the limitations of the Communication.
  - v) What are Physical or Environmental Barriers?
  - vi) How did Robert Anderson define Communication?
  - vii) What are the types of listening?
  - viii) How to Listen effectively?
  - ix) When does Encoding take place?
  - x) what is Non-verbal Communication?
5. a) Punctuate the following. **4**
- i) you should be ashamed of yourself father said angrily.
  - ii) I am very hard worker said the little ant.
- b) Find out the errors in the following sentences and rewrite them. **4**
- i) When Sherlock tried to solved the case, he was frustrated because the villain keeping on escaping despite Sherlock and Watson's best efforts.
  - ii) Abhimanyu, a fourth year student in my class, blows his nose a lot in class.
  - iii) Sita could not understands what the teacher was saying.
  - iv) Abhijit is a honest man
- c) Give one word substitution for the following group of words. **4**
- i) One who is having evil reputation.
  - ii) One who has grown old or had long experience.
  - iii) One who abstains from animal food (meat)
  - iv) One who looks at bright side of things.
- d) 1) Give synonyms for the following **2**
- i) Adversity ii) Consent
- 2) Give antonyms for the following **2**
- i) Descend ii) Cheap

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