

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

P. Pages : 2

Time : Three Hours



GUG/W/22/10584

Max. Marks : 80

- 1.** Answer **any two** of the following questions in about 150 words each. **16**
- i) Explain in detail the most important prerequisites for communication.
 - ii) Define communication. Discuss its significant features and explain its main objectives.
 - iii) Explain in detail the characteristics of Business communication.
 - iv) Describe the principles of communications.
- 2.** Answer **any two** of the following questions in about 150 words each. **16**
- i) What do you understand by the term 'barriers to effective communication? Discuss any four major barriers that lead to communication failure?
 - ii) Discuss in detail the strategies to overcome barriers to communication.
 - iii) Define Listening and discuss the process of Listening.
 - iv) Which are the different types of Listening?
- 3. a)** Answer the following questions in about 50 words each. **8**
- i) Write a short note on David Berlo's S - M - C - R Model.
- OR**
- 'Without feedback, there is no communication'. Comment.
- ii) Write a short note on the limitations of communication.
- OR**
- Explain coordination as the principle of communication.
- b)** Answer the following questions in about 50 words each. **8**
- i) Write a note on organizational barriers to communication.
- OR**
- How does language act as a barrier to effective communication?
- ii) Differentiate between listening and hearing.
- OR**
- Listen not only with your ears but also with your eyes. Discuss.
- 4.** Answer **any eight** of the following questions in not more than three lines each. **16**
- i) How one can improve speaking skills?

- ii) How does the oxford dictionary define communication?
- iii) What is the role of the decoder in a process of communication?
- iv) What is courtesy?
- v) What does the acronym 'SOFTEN' stand for?
- vi) What is the meaning of the word 'Haptics'?
- vii) How business communication is dynamic?
- viii) When does ambiguity take place?
- ix) What are the sender – oriented barriers?
- x) Mention any two barriers to effective listening.

5. a) Punctuate the following: 4
in the words of murphys law anything that can go wrong will go wrong.

OR

do you agree with the saying all's fair in love and war.
- b) Find out the errors in the following sentences and rewrite them. 4
- i) Rahul go to college everyday.
 - ii) The Earth revolve around the Sun and around its self.
 - iii) They have watched a movie yesterday.
 - iv) I write a story since morning.
- c) Give one word substitution for the following group of words. 4
- i) One who does a thing for pleasure and not as a profession.
 - ii) One who supervises in the examination hall.
 - iii) One who cannot read or write.
 - iv) Spoken or done without preparation.
- d) i) Give synonyms for the following: 2
- a) Hurry.
 - b) Mark.
- ii) Give antonyms for the following: 2
- a) Quiet
 - b) Strange.
