

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/25/10584

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

- 1. Answer any two. 16**
- a) Define communication. Explain the process of communication in details.
 - b) What are the limitations of communication?
 - c) Write brief note on physiological on biological barrier of communication
 - d) Discuss the objectives and nature of mass communication

- 2. Answer any two. 16**
- a) What are barriers to communication? Explain semantic and cultural barrier.
 - b) What are the model of communication.
 - c) Write down steps involved in communication process.
 - d) Explain the types of listening.

- 3. A) Answer any two. 8**
- i) What are the features of communication?

OR

Describe the characteristics of communication.

- ii) Define barriers to communication and types of barriers.

OR

What are the basic principles & communication.

- B) Answer any two. 8**
- i) What are socio - psychology barriers.

OR

What are personal barriers to communication.

- ii) What are the types of listening.

OR

State the process and importance of listening.

- i) How to listen effectively?
- ii) What are the demerits of verbal communication?
- iii) What are the types of listening?
- iv) Describe the process of listening?
- v) State the importance of feedback in communication.
- vi) Define non-verbal communication.
- vii) State the limitation of the communication.
- viii) What are physical or environmental barriers?
- ix) How did Robert Anderson define communication.
- x) When does encoding take place.

5. A) i) Amit said to Vinita we must have to come out of this calamity.

ii) Will you help me in planning the seed said the Rita.

B) Find out errors in the following sentences and rewriting them.

i) Riya could not understand what the mother was saying.

ii) Amar is honest man.

iii) Mansi, a third year students in my class, blow her noise in class.

iv) I have visiting Madrid last weekend.

C) Give on word substitution for the following group of words.

i) One who has grown old or had long experience.

ii) One who looks at bright side of things.

iii) A place where a dead person's body is cremated.

iv) A large, tall cupboard in which clothes may be hung or stored.

D) i) Give synonyms for the following.

i) consent

ii) adversity

ii) Give antonyms for the following.

i) harmful

ii) likely
