

# End-Term Examination

First Semester [BBA] – December 2011

Paper Code : BBA-111

Subject : Personality Development and  
Communication Skills-I

Time : 3 Hours

Max. Marks : 75

*Note : Attempt any five questions. All questions carry equal marks.*

- Q.1 What is communication? Discuss the process of communication through a communication cycle. (15)
- Q.2 (a) What are the channels of communication? Define them briefly. (7.5)  
(b) Describe the role of feedback in a communication process. (7.5)
- Q.3 (a) What are the various steps, you will consider while writing a business letter? (7.5)  
(b) As a manager, you have been reported of frequent thefts in the office building. Write a circular informing all staff members of a meeting to discuss the issue. (7.5)
- Q.4 (a) Differentiate between an office order and a memorandum. (5)  
(b) Write a letter to a party reminding them of a due payment which they have to make against the receipt of computers ordered by them. (10)
- Q.5 What do you understand by body language? How is body language important in communication? (15)
- Q.6 What do you mean by business etiquettes? What are essential business etiquettes that you will consider while communicating with someone outside your workplace? (15)
- Q.7 Write short notes on **any three** of the following: (5×3=15)  
(a) Non-verbal communication  
(b) Noise in communication  
(c) Barriers to communication  
(d) Telephonic conversation  
(e) Agenda in departmental communication.
- Q.8 (a) Correct the following sentences: (5)  
(i) Have you read the poetries of Browning?  
(ii) I have many works to do.  
(iii) They are walking in the centre of the road.  
(iv) His English knowledge is very poor.  
(v) He left the college latest of all.
- (b) Give the meaning of the following idioms and use them into sentences:  
(i) A bed of roses (ii) Beating about the bush  
(iii) From rags to riches (iv) Scapegoat  
(v) Start from scratch.