

Seat no. _____

GANPAT UNIVERSITY
BBA Examination, NOV 2012
BBA (G/FS/RM/MM), Sem -I (CBCS)
IB05BCS : Basic Communication Skills

Time: 3 Hours.

Total Marks: 70

Instructions:

- (1) Use separate answer books for Section I and Section II.
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figures to the right indicate marks of each question.

SECTION -I

Q1 (A) Identify the underlined part of speech. (06)

1. Hold my bag while I tie my shoelaces.
2. Well, I don't think I will be here to answer the phone.
3. The house was beside the river.
4. Pinky knocked on the door but nobody answered.
5. Narmada is the largest river in Gujarat.
6. Rohan was telling a lie; and he knew it.

Q1 (B) Do as directed. (05)

1. Use following phrases in your sentences. (Any one)
Get rid of, Carry on,
2. Give synonyms of the following. (Any one)
Abandon, utilize,
3. Give antonyms of the following. (Any one)
Foreign, loyal,
4. Add prefixes to the following. (Any one)
Practice, colour,
5. Add suffix to the following. (Any one)
Visit, account,

Q2 Discuss the process of Communication in detail. (12)

OR

Q2 (A) Discuss any Four 'Cs' of effective communication. (06)

Q2 (B) What is computer based communication? What are its merits and demerits? (06)

Q3 (A) What is the significance of the Subject line? (04)

Q3 (B) What is Post Script? (04)

Q3 (C) What are the different parts of business letter? (04)

OR

Q3 (A) Write a note on Functions of business letter. (06)

Q3 (B) Discuss the importance of 'You attitude' in business correspondence. (06)

SECTION – II

- Q4 (A) Invite a candidate to an interview for the post of Marketing Manager on behalf of Uptron (06)
Anand Limited, Kanpur.
- Q4 (B) You are going to appear in competitive exam in next week for two days, write a leave (05)
note and submit to your class mentor to grant your leaves.
- Q5 (A) What are the Steps and techniques to give effective presentation? (12)
- OR
- Q5 (A) What are the boredom factors in presentation? (06)
- Q5 (B) What are the tips of physical appearance and body language? (06)
- Q6 (A) What are cellular phone etiquettes and leaving Voicemail? (06)
- Q6 (B) What are the rules for business introduction and self introduction? (06)
- OR
- Q6 (A) What is the main difference between business etiquette and social etiquette? (06)
- Q6 (B) What is the way to express apology and thanks? (06)

- End of Paper -