BBA 1st Semester Examination
June 2014
Subject – Communication Skills and Personality Development
Subject Code - AHL 117
Time Allowed: 03 hours.                            Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. a) Define the term ‘Communication’.
   b) What is formal and informal communication?
   c) What do you mean by Business Etiquettes?
   d) What is a Press Release? (4x5=20)

**SECTION – A**

2. a) Capitalize (use capital letters) at appropriate places. (4)
   1. they live in a georgian house
   2. she lives in greece.
   3. her name is shabnam.
   4. he loved german films.

   b) Place the correct punctuation marks to be used for the following words/sentences. (3)
   1. Yesterday __ the manager visited the stables __
   2. Help __ Help __
   3. In ancient Rome __ it was considered a sign of leadership to be born with a crooked nose __
c) Fill in the blanks with appropriate tenses: (6)
1. He usually _________ coffee, but today he is _________ tea. (drink, drink)
2. He never _________ to the theatre. (go)
3. My wife always keeps _________ for more money at the end of the week. (ask)
4. They _________ tennis all afternoon yesterday (play)
5. Water__________ at 0° C (freeze).

d) Underline the appropriate nouns. Write whether Common or Proper. (4)
1. Sorry, all our rooms are taken. (rooms/terrace)
2. Doctors recommend having breakfast everyday.
3. Shivani likes Italian cuisine.
4. The President hoists the flag on Republic Day. (flag, banner)

e) Fill in the blanks with appropriate adjectives (options given): (3)
1. Isn’t she the ___________? (cute/cuter/cutest)
2. Sheela is feeling very ___________. (angry/angrier/angriest)
3. My elder sister is 20, she still feels ___________ when she sees cockroach. (frighting, fright, frightened)

3. a) Write the synonyms for the words given below: (5)

   b) Write the antonyms for the words given below: (5)

c) Choose the correct the spelling: (5)
   1. Receive/Recive 2. Religious/Religious
   5. Anniversary/Annivarsary

4. What are the 7 Cs of effective business communication? Briefly explain the process of communication. (20)

SECTION – B

5. What are Business Letters? What are the different kinds of business letters? (20)

6. Draft sample interview and promotion letters taking any hypothetical candidate, organization and post. (2x10=20)

7. Write notes on:
   a) E-mail and Net Etiquettes
   b) Telephone Etiquettes