



B. P. COLLEGE OF BUSINESS ADMINISTRATION
(A Constituent college of Kadi Sarva Vishwa Vidhyalaya)
MID SEM Examination- March-2014

Date: 10/03/14

BBA SEM -II

Total marks: 60

Roll No.....

SUB: Communication Skills II (BBA 07)

Duration: 3hrs

Q1. Compulsory:

- a. Explain the process of communication with the help of a diagram (6)
- b. Explain the concept of conciseness and brevity in effective business communication (6)

Q2. a. Multiple Choice Questions: (6)

- 1. Passive voice flips the sentence by juxtaposing
 - a. Object
 - b. Interjection
 - c. Adverbial
 - d. Prepositional phrase
- 2. Bough stands for
 - a. Branch
 - b. Tie
 - c. Respect
 - d. Arrow
- 3. Aegis stands for
 - a. Period
 - b. Acceptance
 - c. Sponsored
 - d. Rejected
- 4. An act of freeing one from charge by verdict
 - a. Acquaintance
 - b. Acquittal
 - c. Accessible
 - d. Abdication
- 5. To date before real time
 - a. Ante meridian
 - b. Antidote
 - c. Antedate
 - d. Post meridian
- 6. Synonym to risqué is
 - a. Fad
 - b. Fuss
 - c. Nab
 - d. Tasteless

Q2. b. Explain the types of Communication (6)
OR

b. Explain Semantic barrier in Communication. (6)

Q3. a. Write a short note on grapevine. (6)

b. Write a short note on noise in communication process. (6)

OR

a. Explain the importance of feedback in communication. (6)

b. Supply Synonym: Bucket, Rookie, Dash, Angry, Accord, Considerate (6)

Q4. Do as Directed:

a. Supply Antonyms: Sacred, Genuine, Stubborn, Idle, Transparent, Transitory. (6)

b. Supply one word substitute: (6)

- 1. Allowance paid to wife after legal separation.
- 2. One who calculates premium.
- 3. Voluntary renunciation of throne.
- 4. To abandon one's religious faith.
- 5. One that doubts the existence of God.
- 6. A medicine that prevents decomposing.

OR

- a. Do as Directed: (6)
1. Thunderstorm turns milk Sour. (Change the voice)
 2. Grapes cannot be gathered by thistles. (Change the Voice)
 3. She makes me mad. (change the Voice)
 4. You cannot pump the ocean dry. (Change the voice)
 5. His mother said "Don't talk to me like this". (Reported speech)
 6. Alice said "I like dancing". (Reported speech)
- b. Do as commanded:
1. French leave (Use idiom in a meaningful sentence) (1)
 2. All moonshine (use idiom in a meaningful sentence) (1)
 3. To make cat's paw (use idiom in a meaningful sentence) (1)
 4. Mumbai is one of the most crowded cities of India.
(Identify and Convert the **Degrees**) (3)
- Q5. a. Write a condolence memo on Christmas Bonus derailment. (6)
- b. Write a suspension memo for reporting late in the company. (6)
- OR
- a. Draft a Job application for the post of Marketing Manager in ABC co.(U.S Format) (6)
- b. Write a congratulatory memo to your business associate on his new job. (6)