

B.B.A. Semester - 3 (NEP-2020) Examination**OCT/NOV-2025****ENG: Business Communication (Ability Enhancement Course)****Time: 1:00 Hours****Marks:25****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que.1 Answer the following questions. (Any Two) (10)

- 1) Define and discuss meaning and process of communication.
- 2) Throw light on the difference between verbal and non-verbal communication.
- 3) Discuss in detail Grapevine communication.

Que.2 (A) Attempt a report. (Any one) (05)

- 1) You are a Marketing Executive. Prepare a report on the response of customers to a new product launched by your company.
- 2) Your college formed a committee to look into the problem of canteen hygiene. Draft the committee report with findings and suggestions.

Que.2 (B) Attempt Any One of the following. (05)

- 1) Write a notice about a blood donation camp being organized by your college.
- 2) Write a letter to your cousin congratulating him/her on winning the Best Student Award.

Que.3 Do as directed. (Any Five) (05)

- 1) She will complete the project tomorrow. (Turn into Passive)
- 2) A movie is being watched by them. (Turn into Active)
- 3) What a beautiful sunset it is! (Identify the type of sentence)
- 4) I have received the best student award. (correct the spelling if found wrong)
- 5) Write / Right – show the difference between the two homophones.
- 6) Here / Hear - show the difference between the two homophones.
- 7) Bank – Give two different meanings of this Homonyms
- 8) Watch – Give two different meanings of this Homonyms
