

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
1st Internal Examination, BBA 1st Semester
030030122: Business communication

Date: 30/08/2017
Time: 2 hrs.

Marks: 50

Q-1 Answer the following. (Any Eight)

16 marks

1. Enumerate any two types of interview questions with examples.
2. Explain what is the difference between active and passive listening?
3. For the following phrase give one word substitution:
 - a. From the bottom of one's heart
 - b. To beat about the bush
 - c. To be taken aback
 - d. Throw dust in the eyes of others.
4. What is the purpose of job interview?
5. What is oral discourse analysis?
6. State simple words for the following difficult words:
 - a. Ablaze
 - b. Colloquial
 - c. Amalgamate
 - d. Futile
7. Explain what is the meaning of intensive listening?
8. Discuss the stages of communication.
9. Explain the interview process?

Q-2 Answer the following. (Any Two)

20 marks

1. According to you, what are the guidelines to be followed by an active listener and highlighting your view about active listening practices?
2. Explain in detail which logical organization structure would be appropriate for the following :
 - a. Annual report of multinational company
 - b. Oral presentations/seminar
 - c. Instruction Manuals
3. Suppose you are facing an interview for the position of intern in an MNC, the selection panel has asked you following questions:
 - a. Tell us something about yourself.
 - b. Tell us something about your interest and activities.
 - c. Why do you want to join our company?
 - d. What are your short term and long term career goals?

Q-3 Answer the following in detail. (Any Two)

14 marks

1. Explain the ten thumb rules for good listening in brief?
2. Discuss briefly technical style in communication.
3. Explain in detail the characteristics of the job interview.