

**BBA-113**

**Business Communication-I**

**Max. Marks:100**

**External Assessment: 80**

**Internal Assessment:20**

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of three parts. All question shall carry equal marks.**

Business Communication –meaning & importance. Barriers to effective communication, basic model & communication. Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications –business applications (e.g. applying for a loan, salary advance, refund etc.);  
job application, leave application.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

**References:**

**Hewings, Martin:** Advanced English Grammar

Cambridge University Press