

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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BBA (Retail Operations) (SEM.-IV) EXAMINATION, 2025-26
Old Syllabus (Effective from 2024) (Back Paper) (AEDP)
CORE COURSE-I

[Languages (If Applicable)]

[Code : ELS-4]

Paper Code						
A	9	0	1	0	4	T

Question Booklet
Series

B

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer only 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को केवल 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. Formal writing avoids:
 - (A) Slang
 - (B) Structure
 - (C) Clarity
 - (D) Facts
2. Email is:
 - (A) Oral
 - (B) Written
 - (C) Visual
 - (D) Non-verbal
3. Business letters are:
 - (A) Informal
 - (B) Formal
 - (C) Casual
 - (D) Emotional
4. Reports should be:
 - (A) Biased
 - (B) Objective
 - (C) Emotional
 - (D) Random
5. Interpersonal communication is:
 - (A) Group
 - (B) Between two people
 - (C) Written
 - (D) Visual
6. Intrapersonal communication is:
 - (A) With self
 - (B) With group
 - (C) With team
 - (D) With public
7. Group communication involves:
 - (A) One person
 - (B) Many people
 - (C) Writing
 - (D) Silence
8. Team dynamics refers to:
 - (A) Individual work
 - (B) Group behavior
 - (C) Silence
 - (D) Writing

9. Business writing should be:
- (A) Informal
 - (B) Clear
 - (C) Emotional
 - (D) Long
10. Tone in business writing should be:
- (A) Rude
 - (B) Professional
 - (C) Casual
 - (D) Emotional
11. Readability means:
- (A) Difficulty
 - (B) Ease of reading
 - (C) Length
 - (D) Silence
12. A formal letter includes:
- (A) Greeting
 - (B) Joke
 - (C) Story
 - (D) Silence
13. Interview letter is used for:
- (A) Complaint
 - (B) Job interview
 - (C) Sales
 - (D) Report
14. Appointment order is:
- (A) Complaint
 - (B) Job confirmation
 - (C) Sales
 - (D) Report
15. Complaint letter is:
- (A) Appreciation
 - (B) Express dissatisfaction
 - (C) Praise
 - (D) Silence
16. Enquiry letter is:
- (A) Complaint
 - (B) Asking information
 - (C) Report
 - (D) Order

17. Effective communication needs:
- (A) Feedback
 - (B) Silence
 - (C) Noise
 - (D) Confusion
18. Barriers to communication include:
- (A) Noise
 - (B) Clarity
 - (C) Simplicity
 - (D) Feedback
19. Cultural difference can:
- (A) Help always
 - (B) Create barriers
 - (C) Avoid communication
 - (D) Stop writing
20. Emotional intelligence helps in:
- (A) Conflict
 - (B) Communication
 - (C) Silence
 - (D) Noise
21. Eye contact is:
- (A) Verbal
 - (B) Non-verbal
 - (C) Written
 - (D) Formal
22. Meetings should be:
- (A) Unplanned
 - (B) Structured
 - (C) Confusing
 - (D) Silent
23. Leadership requires:
- (A) Control only
 - (B) Communication
 - (C) Silence
 - (D) Writing
24. Group discussion involves:
- (A) One speaker
 - (B) Many participants
 - (C) Silence
 - (D) Writing
25. Feedback improves:
- (A) Confusion
 - (B) Communication
 - (C) Noise
 - (D) Silence

26. Confidence comes from:
- (A) Fear
 - (B) Practice
 - (C) Silence
 - (D) Avoidance
27. Audience analysis means:
- (A) Ignoring audience
 - (B) Understanding audience
 - (C) Talking randomly
 - (D) Writing
28. Simplicity in speech means:
- (A) Complex words
 - (B) Easy language
 - (C) Long sentences
 - (D) Silence
29. Good presentation includes:
- (A) Structure
 - (B) Confusion
 - (C) Noise
 - (D) Silence
30. Opening of speech should be:
- (A) Boring
 - (B) Engaging
 - (C) Silent
 - (D) Long
31. Closing of speech should:
- (A) Confuse
 - (B) Summarize
 - (C) Extend
 - (D) Ignore
32. Visual aids improve:
- (A) Confusion
 - (B) Understanding
 - (C) Noise
 - (D) Silence
33. Tone of voice should be:
- (A) Flat
 - (B) Varied
 - (C) Silent
 - (D) Loud always

34. Non-verbal communication includes:
- (A) Words
 - (B) Gestures
 - (C) Writing
 - (D) Speech
35. Grapevine is:
- (A) Formal
 - (B) Informal
 - (C) Written
 - (D) Official
36. Leadership involves:
- (A) Ignoring team
 - (B) Guiding team
 - (C) Silence
 - (D) Writing
37. Conflict resolution means:
- (A) Creating conflict
 - (B) Solving conflict
 - (C) Ignoring
 - (D) Avoiding
38. Motivation means:
- (A) Discouraging
 - (B) Encouraging
 - (C) Ignoring
 - (D) Silence
39. Meetings require:
- (A) Agenda
 - (B) Confusion
 - (C) Silence
 - (D) Noise
40. Visual communication includes:
- (A) Charts
 - (B) Words
 - (C) Silence
 - (D) Noise
41. Teamwork requires:
- (A) Cooperation
 - (B) Conflict
 - (C) Silence
 - (D) Avoidance
42. Listening is:
- (A) Passive
 - (B) Active process
 - (C) Writing
 - (D) Speaking

43. Humor in speech:
- (A) Distracts
 - (B) Engages audience
 - (C) Confuses
 - (D) Stops speech
44. Stage fear is:
- (A) Confidence
 - (B) Anxiety
 - (C) Skill
 - (D) Habit
45. Overcoming fear requires:
- (A) Practice
 - (B) Avoidance
 - (C) Silence
 - (D) Ignoring
46. Eye contact:
- (A) Distracts
 - (B) Connects with audience
 - (C) Irrelevant
 - (D) Avoided
47. Clarity in speech means:
- (A) Fast speaking
 - (B) Clear pronunciation
 - (C) Silence
 - (D) Reading
48. Presentation aids include:
- (A) Slides
 - (B) Silence
 - (C) Writing
 - (D) Listening
49. Body language is:
- (A) Verbal
 - (B) Non-verbal
 - (C) Written
 - (D) Formal
50. Handling interruptions require:
- (A) Anger
 - (B) Calmness
 - (C) Silence
 - (D) Ignoring

51. Body language shows:
- (A) Words
 - (B) Feelings
 - (C) Writing
 - (D) Silence
52. Good communication builds:
- (A) Conflict
 - (B) Relationships
 - (C) Silence
 - (D) Fear
53. Team leader should:
- (A) Ignore
 - (B) Guide
 - (C) Silence
 - (D) Avoid
54. Cooperation leads to:
- (A) Failure
 - (B) Success
 - (C) Silence
 - (D) Conflict
55. Workplace communication includes:
- (A) Emails
 - (B) Talks
 - (C) Meetings
 - (D) All of the above
56. Communication skills are:
- (A) Optional
 - (B) Essential
 - (C) Useless
 - (D) Avoidable
57. Listening improves:
- (A) Conflict
 - (B) Understanding
 - (C) Noise
 - (D) Silence
58. Respect in communication means:
- (A) Rudeness
 - (B) Politeness
 - (C) Silence
 - (D) Ignoring
59. Effective communication results in:
- (A) Confusion
 - (B) Success
 - (C) Noise
 - (D) Silence

60. Disadvantage of oral communication is:
- (A) Quick feedback
 - (B) No record
 - (C) Easy
 - (D) Flexible
61. Communication in organizations is important for:
- (A) Entertainment
 - (B) Coordination
 - (C) Time pass
 - (D) None of these
62. Channel of communication means:
- (A) Sender
 - (B) Medium
 - (C) Receiver
 - (D) Feedback
63. Effective communication avoids:
- (A) Clarity
 - (B) Confusion
 - (C) Feedback
 - (D) Message
64. Public speaking is:
- (A) Private talk
 - (B) Speaking to audience
 - (C) Writing
 - (D) Reading
65. A good speaker should have:
- (A) Confidence
 - (B) Fear
 - (C) Silence
 - (D) Anger
66. Voice modulation refers to:
- (A) Writing style
 - (B) Changing tone
 - (C) Reading
 - (D) Silence
67. Gestures help in:
- (A) Confusing audience
 - (B) Supporting message
 - (C) Silence
 - (D) Writing

68. Collaboration means:
- (A) Working alone
 - (B) Working together
 - (C) Silence
 - (D) Avoidance
69. Trust in team:
- (A) Weakens
 - (B) Strengthens communication
 - (C) Stops work
 - (D) Confuses
70. Non-verbal cues include:
- (A) Words
 - (B) Facial expressions
 - (C) Writing
 - (D) Speech
71. Effective leader is:
- (A) Silent
 - (B) Communicator
 - (C) Writer
 - (D) Listener only
72. Listening skills include:
- (A) Ignoring
 - (B) Attention
 - (C) Talking
 - (D) Writing
73. Miscommunication leads to:
- (A) Clarity
 - (B) Confusion
 - (C) Success
 - (D) Growth
74. Decision-making in groups requires:
- (A) Discussion
 - (B) Silence
 - (C) Ignoring
 - (D) Writing
75. Workplace communication should be:
- (A) Informal only
 - (B) Professional
 - (C) Emotional
 - (D) Casual
76. Conflict arises due to:
- (A) Understanding
 - (B) Misunderstanding
 - (C) Clarity
 - (D) Silence

77. Courtesy means:
- (A) Rudeness
 - (B) Politeness
 - (C) Silence
 - (D) Anger
78. Concreteness means:
- (A) Vague message
 - (B) Specific facts
 - (C) Imaginary ideas
 - (D) Assumptions
79. Written communication includes:
- (A) Speech
 - (B) Letters
 - (C) Gestures
 - (D) Signals
80. Oral communication includes:
- (A) Reports
 - (B) Emails
 - (C) Face-to-face talk
 - (D) Memos
81. Visual communication includes:
- (A) Charts
 - (B) Calls
 - (C) Letters
 - (D) Emails
82. Audio-visual communication includes:
- (A) Radio
 - (B) Video presentation
 - (C) Writing
 - (D) Reading
83. Grapevine communication is:
- (A) Formal
 - (B) Informal
 - (C) Written
 - (D) Official
84. Advantage of written communication is:
- (A) Permanent record
 - (B) Quick
 - (C) Flexible
 - (D) Informal

85. Sales letter aims to:
- (A) Inform
 - (B) Persuade
 - (C) Complain
 - (D) Report
86. Report writing includes:
- (A) Opinion only
 - (B) Facts and analysis
 - (C) Stories
 - (D) Silence
87. Survey report is based on:
- (A) Guess
 - (B) Data collection
 - (C) Stories
 - (D) Silence
88. Progress report shows:
- (A) Failure
 - (B) Work status
 - (C) Complaint
 - (D) Sales
89. Proposal is:
- (A) Complaint
 - (B) Suggestion
 - (C) Report
 - (D) Silence
90. Structure of writing includes:
- (A) Beginning, middle, end
 - (B) Only end
 - (C) Only middle
 - (D) None of these
91. Do's in writing is:
- (A) Clarity
 - (B) Confusion
 - (C) Errors
 - (D) Repetition
92. Don'ts include:
- (A) Errors
 - (B) Clarity
 - (C) Simplicity
 - (D) Accuracy

93. Communication is best defined as:
- (A) Talking
 - (B) Exchange of ideas
 - (C) Writing letters
 - (D) Giving orders
94. The communication process includes:
- (A) Sender, message, receiver
 - (B) Teacher, student
 - (C) Writer, book
 - (D) None of these
95. Encoding means:
- (A) Receiving message
 - (B) Sending feedback
 - (C) Converting ideas into symbols
 - (D) Ignoring message
96. Decoding is:
- (A) Writing message
 - (B) Understanding message
 - (C) Sending message
 - (D) Printing message
97. Noise in communication refers to:
- (A) Sound
 - (B) Disturbance in message
 - (C) Music
 - (D) Speech
98. Feedback is:
- (A) Reply to message
 - (B) Noise
 - (C) Encoding
 - (D) Medium
99. Clarity in communication means:
- (A) Lengthy message
 - (B) Clear understanding
 - (C) Complex words
 - (D) Silence
100. Conciseness means:
- (A) Brief and to the point
 - (B) Long message
 - (C) Detailed explanation
 - (D) Repetition

Rough Work / रफ कार्य

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।