

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

**D**

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. Body language shows:
  - (A) Words
  - (B) Feelings
  - (C) Writing
  - (D) Silence
2. Good communication builds:
  - (A) Conflict
  - (B) Relationships
  - (C) Silence
  - (D) Fear
3. Team leader should:
  - (A) Ignore
  - (B) Guide
  - (C) Silence
  - (D) Avoid
4. Cooperation leads to:
  - (A) Failure
  - (B) Success
  - (C) Silence
  - (D) Conflict
5. Workplace communication includes:
  - (A) Emails
  - (B) Talks
  - (C) Meetings
  - (D) All of the above
6. Communication skills are:
  - (A) Optional
  - (B) Essential
  - (C) Useless
  - (D) Avoidable
7. Listening improves:
  - (A) Conflict
  - (B) Understanding
  - (C) Noise
  - (D) Silence
8. Respect in communication means:
  - (A) Rudeness
  - (B) Politeness
  - (C) Silence
  - (D) Ignoring
9. Effective communication results in:
  - (A) Confusion
  - (B) Success
  - (C) Noise
  - (D) Silence

10. Confidence comes from:
- (A) Fear
  - (B) Practice
  - (C) Silence
  - (D) Avoidance
11. Audience analysis means:
- (A) Ignoring audience
  - (B) Understanding audience
  - (C) Talking randomly
  - (D) Writing
12. Simplicity in speech means:
- (A) Complex words
  - (B) Easy language
  - (C) Long sentences
  - (D) Silence
13. Good presentation includes:
- (A) Structure
  - (B) Confusion
  - (C) Noise
  - (D) Silence
14. Opening of speech should be:
- (A) Boring
  - (B) Engaging
  - (C) Silent
  - (D) Long
15. Closing of speech should:
- (A) Confuse
  - (B) Summarize
  - (C) Extend
  - (D) Ignore
16. Visual aids improve:
- (A) Confusion
  - (B) Understanding
  - (C) Noise
  - (D) Silence
17. Tone of voice should be:
- (A) Flat
  - (B) Varied
  - (C) Silent
  - (D) Loud always

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

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

34. Collaboration means:
- (A) Working alone
  - (B) Working together
  - (C) Silence
  - (D) Avoidance
35. Trust in team:
- (A) Weakens
  - (B) Strengthens communication
  - (C) Stops work
  - (D) Confuses
36. Non-verbal cues include:
- (A) Words
  - (B) Facial expressions
  - (C) Writing
  - (D) Speech
37. Effective leader is:
- (A) Silent
  - (B) Communicator
  - (C) Writer
  - (D) Listener only
38. Listening skills include:
- (A) Ignoring
  - (B) Attention
  - (C) Talking
  - (D) Writing
39. Miscommunication leads to:
- (A) Clarity
  - (B) Confusion
  - (C) Success
  - (D) Growth
40. Decision-making in groups requires:
- (A) Discussion
  - (B) Silence
  - (C) Ignoring
  - (D) Writing
41. Workplace communication should be:
- (A) Informal only
  - (B) Professional
  - (C) Emotional
  - (D) Casual
42. Conflict arises due to:
- (A) Understanding
  - (B) Misunderstanding
  - (C) Clarity
  - (D) Silence

43. Formal writing avoids:
- (A) Slang
  - (B) Structure
  - (C) Clarity
  - (D) Facts
44. Email is:
- (A) Oral
  - (B) Written
  - (C) Visual
  - (D) Non-verbal
45. Business letters are:
- (A) Informal
  - (B) Formal
  - (C) Casual
  - (D) Emotional
46. Reports should be:
- (A) Biased
  - (B) Objective
  - (C) Emotional
  - (D) Random
47. Interpersonal communication is:
- (A) Group
  - (B) Between two people
  - (C) Written
  - (D) Visual
48. Intrapersonal communication is:
- (A) With self
  - (B) With group
  - (C) With team
  - (D) With public
49. Group communication involves:
- (A) One person
  - (B) Many people
  - (C) Writing
  - (D) Silence
50. Team dynamics refers to:
- (A) Individual work
  - (B) Group behavior
  - (C) Silence
  - (D) Writing

51. Effective communication needs:
- (A) Feedback
  - (B) Silence
  - (C) Noise
  - (D) Confusion
52. Barriers to communication include:
- (A) Noise
  - (B) Clarity
  - (C) Simplicity
  - (D) Feedback
53. Cultural difference can:
- (A) Help always
  - (B) Create barriers
  - (C) Avoid communication
  - (D) Stop writing
54. Emotional intelligence helps in:
- (A) Conflict
  - (B) Communication
  - (C) Silence
  - (D) Noise
55. Eye contact is:
- (A) Verbal
  - (B) Non-verbal
  - (C) Written
  - (D) Formal
56. Meetings should be:
- (A) Unplanned
  - (B) Structured
  - (C) Confusing
  - (D) Silent
57. Leadership requires:
- (A) Control only
  - (B) Communication
  - (C) Silence
  - (D) Writing
58. Group discussion involves:
- (A) One speaker
  - (B) Many participants
  - (C) Silence
  - (D) Writing
59. Feedback improves:
- (A) Confusion
  - (B) Communication
  - (C) Noise
  - (D) Silence

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

68. Humor in speech:
- (A) Distracts
  - (B) Engages audience
  - (C) Confuses
  - (D) Stops speech
69. Stage fear is:
- (A) Confidence
  - (B) Anxiety
  - (C) Skill
  - (D) Habit
70. Overcoming fear requires:
- (A) Practice
  - (B) Avoidance
  - (C) Silence
  - (D) Ignoring
71. Eye contact:
- (A) Distracts
  - (B) Connects with audience
  - (C) Irrelevant
  - (D) Avoided
72. Clarity in speech means:
- (A) Fast speaking
  - (B) Clear pronunciation
  - (C) Silence
  - (D) Reading
73. Presentation aids include:
- (A) Slides
  - (B) Silence
  - (C) Writing
  - (D) Listening
74. Body language is:
- (A) Verbal
  - (B) Non-verbal
  - (C) Written
  - (D) Formal
75. Handling interruptions require:
- (A) Anger
  - (B) Calmness
  - (C) Silence
  - (D) Ignoring

76. Business writing should be:
- (A) Informal
  - (B) Clear
  - (C) Emotional
  - (D) Long
77. Tone in business writing should be:
- (A) Rude
  - (B) Professional
  - (C) Casual
  - (D) Emotional
78. Readability means:
- (A) Difficulty
  - (B) Ease of reading
  - (C) Length
  - (D) Silence
79. A formal letter includes:
- (A) Greeting
  - (B) Joke
  - (C) Story
  - (D) Silence
80. Interview letter is used for:
- (A) Complaint
  - (B) Job interview
  - (C) Sales
  - (D) Report
81. Appointment order is:
- (A) Complaint
  - (B) Job confirmation
  - (C) Sales
  - (D) Report
82. Complaint letter is:
- (A) Appreciation
  - (B) Express dissatisfaction
  - (C) Praise
  - (D) Silence
83. Enquiry letter is:
- (A) Complaint
  - (B) Asking information
  - (C) Report
  - (D) Order

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

92. Non-verbal communication includes:
- (A) Words
  - (B) Gestures
  - (C) Writing
  - (D) Speech
93. Grapevine is:
- (A) Formal
  - (B) Informal
  - (C) Written
  - (D) Official
94. Leadership involves:
- (A) Ignoring team
  - (B) Guiding team
  - (C) Silence
  - (D) Writing
95. Conflict resolution means:
- (A) Creating conflict
  - (B) Solving conflict
  - (C) Ignoring
  - (D) Avoiding
96. Motivation means:
- (A) Discouraging
  - (B) Encouraging
  - (C) Ignoring
  - (D) Silence
97. Meetings require:
- (A) Agenda
  - (B) Confusion
  - (C) Silence
  - (D) Noise
98. Visual communication includes:
- (A) Charts
  - (B) Words
  - (C) Silence
  - (D) Noise
99. Teamwork requires:
- (A) Cooperation
  - (B) Conflict
  - (C) Silence
  - (D) Avoidance
100. Listening is:
- (A) Passive
  - (B) Active process
  - (C) Writing
  - (D) Speaking

**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।