



Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: BBA

Semester: 1

Name of the Paper: Business Communication-I

Paper Code: BBA 102

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

(10 Marks)

a. In today's business world, communication is not just about exchanging information; it is about creating mutual understanding."Critically evaluate this statement in the context of business communication.

(CO1)

OR

b. "Active listening is the key to conflict resolution in organizations." Justify this statement.

(CO5)

Q2.

(10 Marks)

a. Discuss the scope of oral communication in modern business, particularly in meetings and presentations.

(CO4)

OR

b. Explain the 7C's of effective communication with practical examples.

(CO2)

Q3.

(10 Marks)

a. Explain the different types of communication with examples.

(CO3)

OR

b. Draw and explain the process of communication. How does feedback ensure the success of this process?

(CO2)

Q4.

(10 Marks)

a. "The grapevine is as important as the formal channel of communication." Do you agree? Support your answer with arguments.

(CO3)

OR

b. Compare the effectiveness of face-to-face communication vs. social media communication for resolving customer grievances.

(CO2)



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Q5.

(10 Marks)

a. Identify common barriers to communication and suggest strategies to overcome them. **(CO3)**

OR

b. Describe the different channels of communication **(CO1)**