



## End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: BBA , 1 Semester

Name of the Paper: Business Communication-I

Paper Code: BBA102

Time: 3 hour

Maximum Marks: 100

**Note:**

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1		(20marks)	CO1 CO3 CO2
(a)		Define business communication and explain its process with a neat diagram.	
(b)		Many business letters fail to achieve their purpose because of poor tone and structure. Analyse how empathy and clarity can make business correspondence more effective.	
(c)		“In oral communication, listening is more important than speaking.” Evaluate this statement with examples.	
Q2		(20 marks)	CO2 CO3 CO1
(a)		What is a Group Discussion (G.D.)? Explain its stages and the role of participants	
(b)		Discuss the types of tenses with examples. How do they enhance clarity in business writing?	
(c)		Explain the 7Cs of effective communication. How do they help overcome barriers?	
Q3		(20 marks)	CO2 CO3 CO4
(a)		Discuss psychological, emotional, and cultural barriers in communication with suitable examples.	
(b)		Describe the essential skills for successful participation in a GD and explain how seminars differ from group discussions.	
(c)		Draft a letter to a supplier placing an order for office furniture. Explain the tone and structure used.	
Q4		(20 marks)	CO2 CO3 CO2
(a)		Create three examples showing how incorrect grammar or vocabulary can change the meaning of business communication.	
(b)		Communication is successful only when the message received equals the message sent.” Discuss this statement critically.	



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(c)	Define listening. Explain different kinds of listening and their role in effective communication.	
Q5	(20 marks)	
(a)	Analyse the difference between panel interviews, group interviews,	CO2 CO1 CO3
(b)	Explain the different channels of communication in an organization. Discuss their advantages and limitations.	
(c)	Assume you are the HR Manager of a company. Write a memo to all employees announcing a training program on workplace communication skills.	