

A-1101

Total Pages : 3

Roll No.

BBA(N)-302

Business Communication

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

Long Answer Type Questions 2×19=38

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

1. Describe the significance of communication in an organization crisis. How should businesses set up their communication plan to effectively address internal issues and public relations?
2. Explain the features of business communication.
3. What components are essential to a well-organized business report, and how do these function together to achieve the objectives of the report?
4. How have organizations been impacted by the usage of audio-visual communication? Discuss about its function in teamwork, virtual meetings, and presentations.
5. Explain how can advertising assist companies in reaching their target audiences with their services, brand identity?

Section–B

Short Answer Type Questions 4×8=32

Note :– Section ‘B’ contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

Briefly explain the following :

1. Importance of Body Language in an Interview
2. Ensuring message effectiveness

3. Structure of an advertisement with an example Types
4. Types of Business Communication
5. Significance of an Effective written communication
6. Upward flow of Communication
7. Characteristics of a Group discussion
8. Purpose of a Cover Letter
