

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-108/BBA(B&I)-108 Subject: Business Communication
BBA(CAM)-108/BBA-110

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt any **four** of the following questions: (4x5=20)
- (a) What are the key components of effective listening? How can an individual develop their skills as an effective listener? Explain.
 - (b) Write a short note on the nature and purpose of persuasive letter. How is it different from request letters? Explain.
 - (c) Differentiate between notices and circulars highlighting their key characteristics, purposes, and formats, with relevant examples.
 - (d) How can a presentation be made both effective and engaging? Explain in detail.
 - (e) "The importance of maintaining ethical standards in business should not be compromised." What ethical and legal factors influence business communication? Explain.
 - (f) Explain and distinguish between Minutes of the meeting and Office memorandum.
 - (g) Elaborate on the fundamental principles that underpin effective writing, discussing their significance and application in various contexts.
 - (h) "The importance of cross-cultural communication is increasingly significant in today's globalized world." Explain.
- Q2 What do you understand by effective communication? How is it relevant in today's corporate world? Also explain in detail the process model of communication along with an appropriate diagram. (10)
- OR**
- Q3 "Advancements in technology have significantly reshaped communication, offering greater convenience while also introducing new complexities." In light of this statement, explain in detail the positive and negative impact of technology in communication. Also explain the role of digital communication tools in contemporary business communication. (10)
- Q4 Compose a resignation letter. Using this letter as a reference, identify and explain the key components of a formal letter. What are the most common challenges when writing a formal letter? (10)

OR

Q5 Discuss in detail the 7 Cs of effective communication. Also explain how these elements contribute to successful communication in both personal and professional settings. In cross-cultural communication, which of the 7 Cs becomes most challenging, and how can it be addressed? Explain.

(10)

Q6 What do you understand by oral communication? Explain the role and significance of professional voice quality in oral communication. Also, what guidelines should be followed by a leader and a participant in a professional meeting? Explain.

(10)

OR

Q7 "Organizational barriers often hinder effective communication." Explain some common organizational barriers in light of this statement. Also explain how these barriers can be addressed to improve communication in any organization with suitable examples.

(10)

Q8 Explain in detail the Etic and Emic approaches to perceiving culture, highlighting their similarities and differences. Also explain how can these perspectives be effectively applied to enhance cross-cultural communication.

(10)

OR

Q9 "There is a long-standing debate about the differences between spoken and written language." Explain the differences between spoken and written English. Also explain how to improve command over spoken English and written English with relevant examples.

(10)
