



Roll No:

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**BBA**  
**(SEM I) THEORY EXAMINATION 2024-25**  
**BUSINESS COMMUNICATION**

TIME: 3 HRS

M.MARKS: 70

**Note:** Attempt all Sections. In case of any missing data; choose suitably.

**SECTION A**

**1. Attempt all questions in brief. 2 x 07 = 14**

Q no.	Question	CO	Level
a.	Explain the objectives of Communication.	1	2
b.	Write the difference between Verbal and non-verbal communications.	1	2
c.	Explain the meaning of Paragraph Writing.	2	2
d.	Define Agendas.	3	1
e.	Explain the types of Group Discussion.	3	2
f.	What do you mean by Adjustments Sales Letters?	4	2
g.	Explain the purpose of reports.	5	2

**SECTION B**

**2. Attempt any three of the following: 07 x 3 = 21**

a.	What do you mean by Business Communication? Explain the various Modes of Business Communication.	1	2
b.	Discuss the concept of Business letter writing and Explain the Layouts and Structure of Business Letter Writing.	2	2
c.	State the Principles of Effective Presentation?	3	1
d.	Discuss the importance of Letters of Complaints and explain different type of Letters of Complaints.	4	2
e.	Explain the concept of Report and define the Types and Parts of Report in detail.	5	2

**SECTION C**

**3. Attempt any one part of the following: 07 x 1 = 07**

a.	What do you mean by Business Communication? Explain the Barriers of communication with examples.	1	2
b.	Explain the Impact of Technological Advancement on Communication and discuss different types of Technological Advancement in Communication.	1	2

**4. Attempt any one part of the following: 07 x 1 = 07**

a.	Differentiate between Job application and Resume.	2	2
b.	Explain the importance and types of Business Correspondence in detail.	2	2

**5. Attempt any one part of the following: 07 x 1 = 07**

a.	Explain meaning and types of Interview and discuss important tips for Interview preparation.	3	2
b.	What do you mean by Public Relation? Explain Functions of Public Relation in detail.	3	2



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**6. Attempt any one part of the following: 07 x 1 = 07**

a.	Discuss the meaning and purpose of Promotional Leaflets and Fliers and Explain the benefits of using Promotional Leaflets and Fliers.	4	2
b.	Define the meaning and objectives of Right to Information (RTI) Letters. Write the components of RTI letters in detail.	4	1

**7. Attempt any one part of the following: 07 x 1 = 07**

a.	Explain the importance and Elements of Investigative Reports.	5	2
b.	<b>Write Short Notes on :-</b> 1. Use of tables and graphs 2. Layout of Report 3. Importance of Feasibility report	5	1

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