(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

2:00

SECOND SEMESTER [BBA] MAY-JUNE 2025

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

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) Describe the key elements of the communication process. How do these elements interact in a business communication environment?

(b) Define communication. Discuss its significance in the context of contemporary businesses. How does effective communication contribute to the success of an organization?

(c) Explain the functions of various types of letters.

(d) Write a detailed note on circulars, office memorandums and office orders.

(e) Discuss the role of technology in modern business communication.

(f) Differentiate between the etic and emic approaches to understanding culture. How do these approaches help in enhancing cross-cultural business communication?

(g) Analyse the impact of globalization on organizational and multicultural communication. How can businesses adapt their communication strategies to succeed in a global and culturally diverse environment?

(h) What is effective learning in the context of business communication? Discuss the techniques that enhance learning.

Q2 Discuss the 7 C's of effective communication in detail. Explain how each of these principles contributes to enhancing business communication in a professional environment? Support your discussion with relevant examples or scenarios that demonstrate their application in real-world business settings. **(10)**

OR

Q3 "Written communication is often formalized and structured in business settings." Discuss the key differences between oral and written communication in a business environment. What strategies can be employed to improve one's command over spoken and written English in a business environment? Discuss practical tips for enhancing both verbal and written communication skills. **(10)**

Q4 Identify and discuss the key cross-cultural dimensions that influence business communication in an international or multicultural context. How do these cultural variables affect the way people exchange information in a global business environment? Use relevant real-world examples to illustrate how misunderstandings or inefficiencies can arise due to cultural differences, and suggest strategies to overcome such barriers in international business communication. **(10)**

OR

Q5 What are the key steps involved in preparing and delivering an effective business presentation? Discuss the role of content, visual aids, and delivery techniques in making a presentation impactful. Also analyze the advantages and limitations of digital presentation tools in a corporate context. **(10)**

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Q6 Discuss the legal issues that can arise in business communication. Also analyze the ethical challenges businesses face when communicating across cultures. Why is it important for businesses to adhere to ethical standards and legal regulations while communicating? **(10)**

OR

Q7 What are the common communication barriers that occur between departments within an organization? Identify and discuss the causes of these interdepartmental communication barriers. How do these barriers affect overall organizational efficiency and teamwork? Propose effective strategies or practices that can be implemented to overcome these challenges and improve collaboration and communication across departments. Support your answer with examples or real-world scenarios. **(10)**

Q8 Define report writing in the context of business communication. What are the essential components that make up a formal business report, and how do these elements contribute to its effectiveness? Discuss the importance of clarity, organization, and structure in report writing, particularly when presenting data, findings, or recommendations to decision-makers. Use relevant examples to illustrate how a well-structured and clearly written report can enhance understanding, support informed decision-making, and improve professional credibility. **(10)**

OR

Q9 What are the key principles of effective business letter writing? What is an interview letter in the context of employment communication? Explain its key components and draft a sample interview call letter for a shortlisted candidate. **(10)**

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