

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: II - THEORY EXAMINATION (20 - 20.....)

Subject: Business Communication

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a.communication channel that spreads like wildfire. (CO1, K2)

1

- (a) Informal Communication
- (b) Formal communication
- (c) Intra personal
- (d) Interpersonal

1-b. _____ of the letter consists of main message.(CO2, K2)

1

- (a) Greeting
- (b) Body
- (c) closing
- (d) Heading

1-c. Memo is derived from a Latin word which means: (CO3, K2)

1

- (a) A thing which must be remembered
- (b) A thing which must be memorized
- (c) A thing which must be written
- (d) thing which must be communicated

1-d. Bio-data is enclosed with the following letter _____. (CO4, K2)

1

- (a) Application letter
- (b) Sales Letter
- (c) Complaint letter

- (d) Collection letter
- 1-e. _____ refers to mental disturbances.(CO5, K2) 1
- (a) Coherence
- (b) Notion
- (c) Distraction
- (d) None
2. Attempt all parts:-
- 2.a. State the role of feedback in effective communication. (CO1,K2) 2
- 2.b. Define proxemics. (CO2, K1) 2
- 2.c. Define "Minutes of Meeting" and mention its purpose. (CO3, K1) 2
- 2.d. Explain Enquiry Letters. (CO4, K1) 2
- 2.e. Name one example of a cross-cultural value commonly observed in global business.(CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Describe the principles of oral communication. (CO1, K2) 5
- 3-b. Discuss strategies to overcome stage fear and build confidence in public speaking.(CO2, K3) 5
- 3.c. Discuss the importance of visuals (graphs, charts, and tables) in business reports.(CO3, K2) 5
- 3.d. Discuss the dos and don'ts of presenting your opinion in a group discussion. (CO4, K2) 5
- 3.e. Differentiate between Minutes of meeting and Agenda.(CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Discuss the methods for removing physical barriers.(CO1, K2) 6
- 4-b. "Communication contribute to team building in an organization" Justify.(CO1, K3) 6

5. Answer any one of the following:-

- 5-a. Suggest any 10 questions that could be asked in an interview for the role of a marketing person. (CO2,K6) 6
- 5-b. Discuss the role of attire and personal grooming in non-verbal communication. How do these factors influence perceptions of professionalism and competence in a business setting? (CO2, K4) 6

6. Answer any one of the following:-

- 6-a. Write a formal request to schedule a meeting with a potential client. (CO3, K6) 6
- 6-b. Write a letter to a dissatisfied customer offering a resolution while maintaining a positive tone. (CO3, K6) 6

7. Answer any one of the following:-

- 7-a. Analyze how can one effectively handle disagreements in a group discussion. Provide examples.(CO4, K4) 6
- 7-b. Explain the importance of preparing for commonly asked MBA interview questions, with examples. (CO4, K2) 6

8. Answer any one of the following:-

- 8-a. Describe various types of meetings. (CO5, K2) 6
- 8-b. Prepare a press release for Award function organized in your college, where meritorious students were given scholarships, cash prizes and medals for their outstanding performance. (CO5, K6) 6

REG:JAN_JUN-2025