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Gandhi Institute of Engineering and Technology University, Odisha, Gunupur (GIET University)

B.B.A. (First Semester - Regular) Examinations, January – 2026

25BBAAEC101 - Business Communication- I

Time: 3 hrs | Maximum: 60 Marks

(The figures in the right-hand margin indicate marks.)

PART – A **(2 x 5 = 10 Marks)**

Q.1. Answer *ALL* questions

		CO #	Blooms Level
a.	Mention any two types of communication.	CO1	K2
b.	Define a business email.	CO2	K2
c.	What are infographics?	CO3	K2
d.	How do organizations use social media?	CO4	K4
e.	What are e-meetings?	CO4	K2

PART – B **(10 x 5 = 50 Marks)**

Answer ***All*** the questions

		Marks	CO #	Blooms Level
2. a.	Explain the basic elements of communication and discuss various types of communication.	10	CO1	K2
	(OR)			
b.	Explain the 7 Cs of communication and their importance in business communication.	10	CO1	K2
3.a.	Describe formal and informal communication in organizations with examples.	10	CO1	K2
	(OR)			
b.	Describe the layout and structure of a formal business letter.	10	CO1	K2
4.a.	Explain how to write complaint and follow-up letters effectively.	10	CO3	K3
	(OR)			
b.	Describe the purpose and format of sales letters.	10	CO3	K3
5.a.	Explain the importance of team communication in organizations.	10	CO3	K2
	(OR)			
b.	Describe the verbal and non-verbal aspects of presentation skills.	10	CO4	K4
6.a.	Explain the role of PowerPoint presentations and infographics in effective communication.	10	CO4	K4
	(OR)			
b.	Describe the concept of media literacy and its importance in digital communication.	10	CO4	K4

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