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**GIET UNIVERSITY, GUNUPUR - 765022**  
**B. B. A (First Semester) Regular Examinations, January - 2024**  
**23BBAPC11002 - Business Communication**

Time: 3 hrs

Maximum: 60 Marks

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

**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What are some of the paralinguist skills of presentation?	CO2	K2
b. How skimming is important to reading?	CO1	K1
c. What is the difference between hearing and listening?	CO1	K2
d. Write about the integration function of communication?	CO1	K2
e. Why communication is important for Business Management?	CO2	K1
f. Write about the different formats of writing a report?	CO3	K2
g. Write the format of an agenda for meeting?	CO4	K1
h. How to make a group discussion effective?	CO4	K2
i. What is the difference between internal and external communication?	CO2	K1
j. Write about the different types of business presentation?	CO3	K1

**PART – B****(8 x 5 = 40 Marks)**Answer **ALL** the questions

	Marks	CO #	Blooms Level
2.a. Write about the barriers to communication.	8	CO1	K1
(OR)			
b. Write about telephonic etiquettes.	8	CO2	K1
3.a. What is active listening and what are the traits of active listening?	8	CO2	K2
(OR)			
b. How to improve Public speaking skills?	8	CO2	K1
4.a. Write about the different types of Reports.	8	CO4	K1
(OR)			
b. Explain Knapp's relationship Model.	8	CO3	K2
5.a. Write a letter as Suman/Sunita, Secretary of Literary Club of your college to (Manager, Royal Book Depot, Visakhapatnam) placing an order for some good books.	8	CO4	K1

(OR)

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|----------------------------------------------------------------------------------------------------------------------------|---|-----|----|
| b. Write a report on how Lakshadweep can be developed as an International Beach - tourism destination. You are Rahul/Rimi. | 8 | CO4 | K2 |
| 6.a. How to conduct a meeting effectively?                                                                                 | 8 | CO3 | K2 |

(OR)

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|-----------------------------------------------------|---|-----|----|
| b. What are the Dos and Don'ts of group discussion? | 8 | CO4 | K2 |
|-----------------------------------------------------|---|-----|----|

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