

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



B.B.A. (First Semester) Regular Examinations, January – 2025

**23BBAPC11002 – Business Communication
(BBA)**

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. Write the importance of scanning in reading skills.	CO1	K2
b. Write about group discussions based on method.	CO3	K1
c. Write briefly about Email etiquettes.	CO4	K2
d. Define persuasive speaking.	CO2	K2
e. Write about different types of meeting.	CO4	K2

PART – B

(10 x 5 = 50 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Highlight five major points of an effective conversation. Explain the different types of communication.	10	CO1	K1
(OR)			
b. Describe the strategies adopted for effective reading.	5	CO1	K2
c. Explain the role of reading in continuous professional development.	5	CO1	K2
3.a. Write about the barriers to listening	10	CO2	K2
(OR)			
b. Write about Grapevine communication, its merits and demerits.	10	CO2	K2
4.a. Write about the difference between Technical and General Communication.	10	CO3	K1
(OR)			
b. Write about the growing importance of video conferencing and some video conferencing etiquettes?	10	CO3	K2
5.a. Write a job application with your CV for the post of HR manager to the Vice President, Amity University, New Delhi. You are Nikhil/Nikita an MBA with 2 years of experience.	10	CO4	K2
(OR)			
b. Write a report on the accidental death of an employee in your factory to be submitted to the General Manager, Ceat Tyres, Visakhapatnam Unit. You are Nikhil/Nikita the Assistant General Manager.	10	CO4	K2
6.a. Describe the key skills evaluated during a group discussion.	5	CO4	K2
b. How reasoning ability helps in a 'GD? Give reasons.	5	CO4	K2
(OR)			
c. Describe the type of body language needed during a group discussion.	5	CO4	K2
d. Distinguish between 'GD and Debate	5	CO4	K1

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