

**First Semester FYUGP Degree (Sup) Examination November
2025**

KU1DSCBBA103 - BUSINESS COMMUNICATION

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Explain the layout of a business letter
2. How do business letters serve as a legal document
3. Explain the primary purpose of a resume
4. What are different types of interviews
5. Differentiate structured and unstructured interview
6. Distinguish between formal and informal communication
7. What is lateral or horizontal communication
8. What are the advantages of business communication channels in business

Section B

Answer any 4 questions. Each carry 6 marks.

9. Develop a resume templates for fresh graduates entering a job market
10. Critically assess the impact of including irrelevant information in a resume
11. Differentiate between online interview and face to face interview
12. How can active listening improve communication in business
13. Assess the impact of technology on communication channels
14. Describe how radio can be used effectively for mass communication and highlight its limitations in the digital age.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Analyse the effects of perceptual barriers in communication. Discuss the strategies to overcome barriers in communication
16. Can you discuss the link between communication and decision making.
17. Evaluate the impact of technology on business letter writing