

**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. What are the advantages and disadvantages of grapevine?
2. Explain non verbal communication.
3. Briefly explain the process of communication
4. What is the importance of conciseness in communication?
5. List all the 7 C's of effective communication.
6. Explain the layout of a business letter
7. What is a cover letter and when it is used
8. What is the significance for setting clear objectives for a business report

Section B

Answer any 4 questions. Each carry 6 marks.

9. What relationship exists between self development and communication?
10. What is the significance of the sender and receiver in Communication?
11. How does noise level impact communication effectiveness
12. Discuss the different types of business letters in business communication
13. Discuss the role of business aids in enhancing the effectiveness of a business report
14. Draft a letter as a Secretary to the Board of directors about the need for an immediate advertisement campaign for a new product which is to be launched next month

Section C

Answer any 2 questions. Each carry 14 marks.

15. As a candidate list out the ways in which you will prepare for an interview.
16. Prepare a CV for a candidate applying for teaching profession.
17. Evaluate the effectiveness of social media as a communication channel.