

END SEMESTER EXAMINATION, MAY - 2026**B. B. A. Semester - II Paper Code: 551210****Subject Name: Business Communication****Subject Code: BBA203****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(10x2 = 20 Marks)
a.		State any two elements of the communication process.	CO1
b.		What is the difference between a formal and an informal channel of communication?	CO1
c.		Define 'Noise' in the context of business communication.	CO1
d.		List any four of the 7 Cs of effective communication.	CO1
e.		What is meant by 'Completeness' as a principle of communication?	CO1
f.		Distinguish between verbal and non-verbal communication with one example each.	CO2
g.		What does 'decoding' mean in the communication process?	CO2
h.		Name any two barriers to effective communication.	CO2
i.		What is grapevine communication? Is it always informal?	CO2
j.		Identify the main purpose of a business memo.	CO2
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(5x4 = 20 Marks)
a.		Distinguish between upward, downward, and horizontal communication. Which direction is most critical for employee motivation and why?	CO4
b.		Analyze how psychological barriers hinder effective communication in a workplace. Give two real-life organizational examples to support your answer.	CO4
c.		Explain the concept of cross-cultural communication. What challenges might a multinational company face if it ignores cultural differences?	CO4
d.		Apply the principle of 'Clarity' and 'Conciseness' to rewrite the following poorly structured message: 'As per our previous telephonic conversation which took place yesterday regarding the matter of your pending dues, we would like to inform you that the same needs to be cleared at the earliest possible opportunity.'	CO3
e.		'Effective communication is the backbone of organizational success.' Discuss this statement with reference to at least three business communication scenarios.	CO4
f.		What are the key elements that a business email must contain to be considered professional and effective? Explain each element briefly.	CO3
g.		Explain the role of feedback in making communication effective. How can a manager ensure constructive feedback during team meetings?	CO3

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Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Evaluate the effectiveness of using digital channels (email, video conferencing) versus face-to-face communication for resolving workplace conflicts. Which would you recommend for a remote team and why? Support your answer with suitable arguments.	CO5
b.	'Grapevine communication in an organization can be both a boon and a bane.' Critically evaluate this statement and suggest strategies a manager can adopt to minimize its negative impact.	CO5
c.	A company is facing declining customer satisfaction due to poor complaint-handling by its customer service team. Analyze the communication gaps that may exist and suggest a structured communication strategy to resolve these issues. Align your answer with relevant principles of business communication.	CO4
d.	Compare and evaluate the communication challenges faced in cross-cultural business teams. How can organizations build communication competence across cultures? Provide at least four concrete strategies.	CO5
Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
a	CASE STUDY: Rajiv is the Regional Sales Manager of a pharmaceutical company. His team of 12 sales representatives is spread across three states. For the past two months, sales have dropped by 18%. Rajiv notices that his team is not sharing market feedback effectively. The team uses WhatsApp for most communication. Team meetings are irregular, often cancelled, and minutes are never circulated. Individual representatives feel unheard and undervalued. Questions: (i) Identify the communication breakdowns present in this scenario. (4 Marks) (ii) Evaluate the communication channels being used and suggest more appropriate alternatives for the sales team's context. (6 Marks) (iii) As a communication consultant, design a structured communication plan for Rajiv's team that includes appropriate channels, frequency of communication, and documentation practices. (5 Marks)	CO6
b	You are a company facing repeated delays from a supplier. Draft a letter addressing the issue while maintaining a professional tone and preserving the business relationship.	CO6
c	Write a notice announcing a seminar on business communication skills.	CO6
