

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE  
(AUTONOMOUS)**

***I-BBA I-Semester Supplementary Examinations (BR24), July - 2025***

**BUSINESS COMMUNICATION-I (BBA)**

Time: 3 hours

Max. Marks: 70

*Question Paper consists of Part-A and Part-B*

*Answer ALL the question in **Part-A and Part-B***

**PART-A (10X2 = 20M)**

	Marks	CO	BL
1. a) Define communication and its key elements.	(2M)	CO 1	L 1
b) What is the difference between formal and informal communication channels?	(2M)	CO 1	L 1
c) Explain the importance of active listening in effective communication.	(2M)	CO 2	L 2
d) Mention two advantages of written communication.	(2M)	CO 2	L 2
e) How can silence be used effectively in communication?	(2M)	CO 3	L 3
f) What are the key characteristics of effective team communication?	(2M)	CO 3	L 3
g) Why is it important to have a clear agenda for a meeting?	(2M)	CO 4	L 4
h) Why are meeting minutes important?	(2M)	CO 4	L 4
i) What are the main parts of a business letter?	(2M)	CO 5	L 5
j) What is the purpose of a business report?	(2M)	CO 5	L 5

**PART-B (5X10 = 50M)**

2a. a) Explain the different types of communication in a business environment.	(5M)	CO 1	L1
b. b) Explain the importance of the 7Cs of communication?	(5M)	CO 1	L1
<b>(OR)</b>			
3a. a) Explain the steps involved in the communication process.	(5M)	CO 1	L1
b. b) Discuss the role of communication channels in an organization.	(5M)	CO 1	L1
4a. a) Discuss the principles of effective oral communication and its impact in business operations.	(5M)	CO 2	L2
b. b) What are the Writing techniques for effective business communication?	(5M)	CO 2	L2
<b>(OR)</b>			
5a. a) Describe the various types of listening?	(5M)	CO 2	L2
b. b) Explain the pros and cons of written communication.	(5M)	CO 2	L2

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| 6a.  | a) Explain the principles and importance of interpersonal communication.                                 | (5M) | CO 3 | L3 |
| b.   | b) Discuss the role of motivation and emotions in intrapersonal communication.                           | (5M) | CO 3 | L3 |
| (OR) |  |      |      |    |
| 7a.  | a) Analyse the impact of intrapersonal communication on decision-making in a team.                       | (5M) | CO 3 | L3 |
| b.   | b) Explain how barriers to communication can affect interpersonal interactions in a workplace.           | (5M) | CO 3 | L3 |
| 8a.  | a) Discuss the steps involved in organizing a business meeting.  | (5M) | CO 4 | L4 |
| b.   | b) How do business etiquettes affect communication in an organization?                                   | (5M) | CO 4 | L4 |
| (OR) |  |      |      |    |
| 9a.  | a) Explain the role of business letters in communication.  | (5M) | CO 4 | L4 |
| b.   | b) Describe the process and importance of planning group communication tasks in an organization.         | (5M) | CO 4 | L4 |
| 10a. | a) What tools can enhance the effectiveness of a business presentation?                                  | (5M) | CO 5 | L5 |
| b.   | b) Discuss the various types of visual aids used in overall effectiveness of the business presentations. | (5M) | CO 5 | L5 |
| (OR) |  |      |      |    |
| 11a. | a) Discuss the various types of business letters.  | (5M) | CO 5 | L5 |
| b.   | b) Explain the different types of reports and their specific uses in business.                           | (5M) | CO 5 | L5 |

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