Course Code: **24BB1C02**

BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE

(AUTONOMOUS)

I-BBA I-Semester Regular/Supplementary Examinations (BR24), Feb - 2026

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 importance.	(2M)	CO1	L 1
b)	Differentiate between verbal and non-verbal communication.	(2M)	CO1	L 1
c)	Which are the two types of listening in business communication?	(2M)	CO2	L 2
d)	What are the key principles of effective listening?	(2M)	CO2	L 2
e)	How can emotions influence communication?	(2M)	CO3	L 3
f)	What are the key characteristics of effective team communication?	(2M)	CO3	L 3
g)	Why is meeting agenda important?	(2M)	CO4	L 4
h)	How does a press conference differ from a press release?	(2M)	CO4	L 4
i)	What are the essential elements of a professional email?	(2M)	CO5	L 1
j)	Explain the importance of using visuals in a business presentation.	(2M)	CO5	L 2

PART–B (5X10 = 50M)

2a.	a) Discuss the different models of communication and their implications for effective communication.	(5M)	CO1	L1
b	b) Distinguish between formal and informal communication.	(5M)	CO1	L1
	(OR)			
3a.	a) Describe the significance of social media platforms in business communication.	(5M)	CO1	L1
b.	b) Explain the role of communication models in improving business communication practices	(5M)	CO1	L1
4a.	a) Compare the advantages and disadvantages of oral and written communication in business environment.	(5M)	CO2	L2
b	b) Explain the importance of writing skills in business communication.	(5M)	CO2	L2
	(OR)			
5a.	a) Explain the importance of active listening skills in various business communication	(5M)	CO2	L2
b	b) Describe oral communication and discuss its limitations in business.	(5M)	CO2	L2

6a.	a) Explain the concept of interpersonal communication and its importance in building relationships.	(5M)	CO3	L3
b	b) How barriers to communication can affect in interactions in a workplace.	(5M)	CO3	L3
	(OR)			
7a.	a) Analyse the role of motivation in Communication process.	(5M)	CO3	L3
b	b) Discuss the strategies for managing emotions during communication.	(5M)	CO3	L3
8a.	a) Discuss the importance of planning and organizing meetings effectively.	(5M)	CO4	L4
b	b) Explain the significance of business etiquette in communication.	(5M)	CO4	L4
	(OR)			
9a.	a) What are the key elements of managing group communication tasks?	(5M)	CO4	L4
b	b) Describe the role of drafting official documents such as notices, agenda and minutes	(5M)	CO4	L4
10a.	a) Discuss the key elements of a successful business presentation.	(5M)	CO5	L5
b	b) Explain the importance of using visual aids effectively in a business presentation	(5M)	CO5	L5
	(OR)			
11a.	a) Discuss the importance of audience analysis in preparing and delivering a business presentation.	(5M)	CO5	L5
b	b) Evaluate the role of PowerPoint in business presentations.	(5M)	CO5	L5

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