

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- BBA

Backlog Examination (2025 Pattern) April/ May – 2026 - Semester – I

Subject Name: Business Communication
Subject Code: 25BBA113T

Max. Marks: 25
Time: 1:30 Hrs.

Instructions

- All questions are compulsory

CO #	Cognitive Ability	Course Outcome
CO1	Remember	Recall the principles, processes, and components of effective business communication.
CO2	Understand	Explain the role of different forms of communication in achieving organizational goals.
CO3	Apply	Apply effective communication strategies in workplace scenarios, including meetings, presentations, and negotiations.
CO4	Analyse	Analyze the impact of communication barriers and propose solutions to overcome them in global environment.

Q1.	Solve the following: 1. List any one physical barrier to communication. a) Emotions b) Noise c) Language difference d) Ego 2. Which of the following shows non-verbal communication? a) Report b) Gestures c) Email d) Memo 3. Which is the most suitable medium for formal communication? a) What's app message b) Business letter c) Social Media post d) Text Message	(5 Marks)	CO1
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	4. Define ethical communication. a) Communication that manipulate data for personal benefit. b) Communication that is transparent, honest and respectful. c) Communication used to influence others. d) Communication with hidden motives. 5. Label the direct direction of communication when a sub-ordinate talks to a superior. a) Horizontal b) Downward c) Upward d) Diagonal	
Q2.	Solve the followings questions (ANY 2) (5 Marks) 1. Explain the importance of feedback in communication. 2. Summaries the use of formal and informal networks. 3. Compare written and oral communication. 4. Summaries core values in ethical communication.	CO2
Q3	Solve the followings questions (ANY 1) (7 Marks) 1. Apply the communication process to find business barriers. 2. Illustrate layout of a formal business letter. 3. Apply academic writing to rewrite a short business article.	CO3
Q4	Solve the following questions (ANY 1) (8 Marks) 1. Classify types of cross-cultural communication barriers. 2. Analyze the essentials of professional writing. 3. Explain the importance of listening in communication.	CO4
