

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- BBA

Term End Examination (2025 Pattern) December – 2025 - Semester – I

Subject Name: Business Communication
Subject Code: 25BBA113T

Max. Marks: 25
Time: 1.5 hours

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.	<p>Solve the following:</p> <p>1. Define decoding in communication.</p> <p>a) Creating the message b) Understanding and interpreting the message c) Sending the message d) Ignoring the message</p> <p>2. Which type of communication occurs without words.</p> <p>a) Verbal b) Written c) Visual d) Non-verbal</p> <p>3. Which point should be omitted from Academic writing.</p> <p>a) Informal tone b) Logical Structure c) Accurate referencing</p>	(5 Marks)	CO1
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	<p>d) Objective language</p> <p>4. Why should cultural awareness be promoted in global teams?</p> <p>a) To reduce misunderstanding</p> <p>b) To increase competition</p> <p>c) To promote uniform thinking</p> <p>d) To avoid collaboration</p> <p>5. Find the key feature of effective email writing.</p> <p>a) Use of emoji's</p> <p>b) Clear subject and concise content</p> <p>c) Long paragraphs</p> <p>d) Personal remarks</p>	
Q2.	<p>Solve the followings questions (Any 2) (5 Marks)</p> <p>1. Explain how formal and informal communication work in organizations.</p> <p>2. Write a short note on Notice Writing.</p> <p>3. Outline the key elements of communication process.</p> <p>4. List out any four ethical principles of communication.</p>	CO2
Q3	<p>Solve the followings questions (Any 1) (7 Marks)</p> <p>1. Develop a strategy to handle cross-cultural issues.</p> <p>2. Apply writing skills to draft a formal letter.</p> <p>3. Identify differences between verbal and non-verbal communication.</p>	CO3
Q4	<p>Solve the following questions (Any 1) (8 Marks)</p> <p>1. Examine ethical principles that guide business communication.</p> <p>2. Categories communication barriers into physical, psychological and semantic types.</p> <p>3. Analyze 7 C's of communication for clarity and impact.</p>	CO4
