

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Empowered Autonomous Institute, Affiliated to SUK)
 End Semester Examination (Jan. 2026)
 F.Y.B.B.A. Sem- I

Q.P.Code
E 1488

Course Code: BBA103

Course Name: Business Communication

Day & Date: Saturday 10.01.2026

Time : 2.15 pm to 5.15 pm

Max Marks: 100

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures in rounded() brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
 - 3) CO is the index number of the Course Outcome statement.
 - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
 - 5) Assume suitable data if necessary.
 - 6) Use of non-programmable calculators is allowed

Q.1		Marks	COs	BT Level
	(a) Explain Business Communication concept and write about formal and informal communication with examples	8	1	2
	OR			
	(a) Write the common barriers to communication and ways to overcome it.			
	(b) Explain communication concept and any 4 models of communication.	7	1	3
Q.2				
	(a) Describe 7C's of Communication	8	1	3
	OR			
	(a) Explain about Formal Letters in Communication.			
	(b) Explain about Email Writing in Business Communication.	7	1	2
Q.3				
	(a) Write about Indirect & Direct Negative messages	8	3	2
	OR			
	(a) Prepare Sales Letter for introduction of a new product			
	(b) Write Job Application Letter for the post of Finance Manager	7	3	2



Q.4

(a) Write a Complaint Letter concerning about quality. 8 3 2

OR

(a) Write about Communication in GIG economy.

(b) Write a note on Infographics . 7 2 2

Q.5

(a) Explain the Verbal & Non-verbal presentation skills. 10 2 2

OR

(a) Write Etiquettes & responsibility to be followed while using digital media? 10 2 3

(b) Write a note on Communication During Online Meeting

Q.6 (a) Describe key skills required for digital communication 10 5 2

OR

(a) Compare social media works for individual & organization websites

(b) Write about Contemporary Alternatives-Prezi, Visme, Microsoft Sway, Zoho 10 5 2

