

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Empowered Autonomous Institute, affiliated to SUK)

Q.P. Code
UT3485

Unit Test -I (2025-26)

FY BBA – Department of Management Studies-BBA

Course Code: BBA 103

Course Name: Business Communication

Day & Date: 16/10/2025, Thursday

Time: 03.45 pm to 4.45 pm

Max Marks- 25

- 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

	Marks	BTL	Cos
Q.1) A) Define communication and explain its importance in an organization.	7	1	1
Or			
A) Compare and contrast formal and informal communication networks with examples.	7	1	1
B) Describe the type of communication with the suitable examples.	6	2	1
Q.2) A) Explain the components of Business Environment.	6	2	2
Or			
A) Analyze the major barriers to effective communication.	6	4	4
B) Explain the Models of Communication.	6	2	2

