

Enroll No

K.E.Society's  
**Rajarambapu Institute of Technology, Rajaramnagar**  
(An Empowered Autonomous Institute, affiliated to SUK)  
**Unit Test -II (2025-26)**  
F.Y. B.B.A

Q.P. Code
UT3486

**Course Code: BBA103**

**Course Name: Business Communication**

Day & Date: 27.11.2025 (Thursday)

Time: 3.45 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	BT Level	COs
Q.1	A	Explain Planning and Executing different types of messages.	07	2	2
OR					
	A	Write about Formal Letters (Planning & Layout of Business Letter) and Informal Messages on E-Platforms.			
	B	Explain Emails Writing.	06	2	2
Q.2	A	Write Negative Messages: Indirect & Direct Negative messages	06	2	2
	B.	Explain Sales Letters, Complaint Letters with example.	06	2	2

OR

- B. Explain Job Application Letters with example.

