

**BBA LLB
SECOND SEMESTER
BUSINESS COMMUNICATION
BBLB – 204**
(USE OMR FOR OBJECTIVE PART)

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

1. What is the nature of business communication?
 - a. Static
 - b. Dynamic
 - c. Isolated
 - d. Singular
2. What does Dance's Helical model emphasize?
 - a. The circular nature of communication
 - b. The linear progression of communication events
 - c. The significance of non-verbal communication
 - d. The complexity of communication increasing over time
3. What is the purpose of a resume?
 - a. To provide personal information about the applicant
 - b. To showcase the applicant's skills, qualifications, and experience
 - c. To list the applicant's hobbies and interests
 - d. To request an interview date
4. In a mock interview, the primary purpose is to:
 - a. Secure a job offer
 - b. Provide feedback on the interviewer's performance.
 - c. Evaluate the candidate's qualifications and skills.
 - d. Network with industry professionals.
5. What should be included in the opening of a business letter?
 - a. Recipient's phone number
 - b. Sender's email address
 - c. Sender's mailing address and the full date
 - d. Recipient's favorite color
6. What is the primary advantage of using fax communication?
 - a. High-speed transmission
 - b. Secure encryption
 - c. Low cost
 - d. Ability to include multimedia files
7. What is the purpose of an executive summary in a report?
 - a. To provide a detailed analysis of the topic
 - b. To summarize the entire report for readers
 - c. To present personal opinions or judgments
 - d. To include all factual evidence

8. What should be done if submitting a hard copy of the letter?
 - a. Type the signature
 - b. Use green ink for the signature
 - c. Sign the name in blue or black ink
 - d. Skip the signature
9. Which of the following is NOT a common section found in a resume?
 - a. Objective
 - b. Work Experience
 - c. References
 - d. Educational Background
10. Which of the following is an essential component of effective listening?
 - a. Multitasking while someone is speaking
 - b. Interrupting the speaker to share your own thoughts
 - c. Allowing distractions to take away attention from the speaker
 - d. Maintaining eye contact and providing verbal and nonverbal feedback
11. According to Ricks and Gow, what does Business Communication aim to do throughout the organization?
 - a. Provide entertainment
 - b. Affect change
 - c. Share personal stories
 - d. Control employee behavior
12. What does maintaining eye contact during a presentation primarily demonstrate?
 - a. Lack of confidence
 - b. Nervousness
 - c. Knowledge and experience
 - d. Disinterest
13. When someone is listening empathetically, they are:
 - a. Focused solely on the speaker's words without considering emotions.
 - b. Trying to find flaws in the speaker's argument.
 - c. Understanding and sharing the feelings of the speaker.
 - d. Waiting impatiently for their turn to speak.
14. What is a key feature of the Interactive model of communication?
 - a. It assumes a linear flow of information.
 - b. It involves simultaneous feedback.
 - c. It only considers verbal communication.
 - d. It excludes the role of noise in communication.
15. Video conferencing allows participants to:
 - a. Share physical documents only
 - b. Communicate in real-time using audio and video
 - c. Exchange text messages only
 - d. Connect with others only during specific hours
16. What are the three main parts of a presentation?
 - a. Introduction, middle, and conclusion
 - b. Introduction, body, and conclusion
 - c. Introduction, analysis, and conclusion
 - d. Opening, middle, and conclusion

17. How should the recipient be addressed in the salutation if their gender is unknown?
 - a. "Dear Sir or Madam,"
 - b. "Dear Taylor Dean:"
 - c. "Dear Director Kinkade,"
 - d. "Hey you,"
18. How does audience analysis affect the effectiveness of a presentation?
 - a. It has no impact on the presentation.
 - b. It improves the organization of the presentation.
 - c. It helps in retaining the audience's attention.
 - d. It results in an ineffective presentation if done poorly.
19. Which type of report tests a student's comprehension ability?
 - a. Business Report
 - b. Academic Report
 - c. Scientific Report
 - d. Fictional Report
20. Which of the following is an advantage of email communication?
 - a. Limited accessibility
 - b. Immediate delivery
 - c. High cost
 - d. Low storage capacity

(Descriptive)

Time : 2 hrs. 30 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. How do the elements of the communication process, contribute to effective communication? Discuss how the business communication theories can be applied in real-life business scenarios. 5+5=10
2. Explain the differences between formal and informal communication. Discuss the significance of grapevine communication in fostering interpersonal relationships and facilitating the flow of information. 10
3. How do the various stages of the interview process, from preparation to the final interview, contribute to assessing a candidate's suitability for a role within an organization? 10
4. Compare and contrast the Linear, Interactive, and Transactional models of communication, highlighting their key features, underlying principles, and applications in various communication contexts. 10
5. Define presentation. Explain the different parts of a presentation. How do the various factors affecting a presentation contribute to its effectiveness? 2+3+5=10
6. What do you understand by written communication? How does the structure of the "Good News/Bad News" letter contribute to effectively conveying the message and achieving the desired outcome? 2+8=10
7. How can participating in group discussions, mock interviews, and seminars benefit individuals in their professional development and preparation for real-life scenarios? 10
8. What is oral communication? Discuss the different types of oral communication. How does oral communication differ from written communication. 2+3+5=10

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