

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: II - THEORY EXAMINATION (2025 - 2026)

Subject: Business Communication

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

(1.1) Gestures is an example for..... (CO1,K1)

1

- (a) Verbal Communication
- (b) Written communication
- (c) Non Verbal Communication
- (d) Speech

(1.2) The informal network that is known as the "grapevine"..... (CO2,K1)

1

- (a) is used by savvy managers to spread and receive informal messages.
- (b) deals exclusively with personal matters.
- (c) carries information along the organization's formal chain of chain of command.
- (d) rarely contains accurate information.

(1.3) Each line of every part begins at the left margin inletters. (CO3,K1)

1

- (a) Inviting
- (b) Block
- (c) Bad news
- (d) Neutral

(1.4) Ameeting involving the board of directors of an organization. (CO4,K1)

1

- (a) Board
- (b) AGM
- (c) Team
- (d) Project

(1.5) Diagonal communication is also known as..... (CO5,K1)

1

- (a) Cross Ward Communication
- (b) Verbal Communication
- (c) Time language
- (d) Paralanguage

2. Attempt all parts:-

- | | | |
|-------|---|---|
| (2.1) | Define business communication. (CO1,K2) | 2 |
| (2.2) | State the importance of audience engagement in public speaking. (CO2,K2) | 2 |
| (2.3) | Write the key components included in the minutes of a meeting. (CO3,K1) | 2 |
| (2.4) | Name one key difference between a CV and a résumé. (CO4,K1) | 2 |
| (2.5) | Name one example of a cross-cultural value commonly observed in global business.(CO5, K2) | 2 |

SECTION-B

15

3. Answer any three of the following:-

- | | | |
|-------|---|---|
| (3.1) | Discuss the role social media in modern business communication. (CO1,K3) | 5 |
| (3.2) | Analyze the role of visual aids in enhancing the effectiveness of a presentation. (CO2,K4) | 5 |
| (3.3) | Write a letter of inquiry to a vendor requesting details about their product pricing and delivery. (CO3,K6) | 5 |
| (3.4) | Discuss the importance of formatting and layout in CV writing. (CO4,K4) | 5 |
| (3.5) | Highlight the primary purpose of audience analysis in preparing a presentation. (CO5,K4) | 5 |

SECTION-C

30

4. Answer any one of the following:-

- | | | |
|-------|---|---|
| (4.1) | Consider a situation where due to Autocratic leadership style the subordinates are not capable of doing smooth communication with leader, now suggest appropriate methods for removing this barrier. (CO1,K4) | 6 |
| (4.2) | Describe the process of communication with flowchart. (CO1,K2) | 6 |

5. Answer any one of the following:-

- | | | |
|-------|---|---|
| (5.1) | Suggest any 10 questions that could be asked in an interview for the role of a marketing person. (CO2,K6) | 6 |
| (5.2) | Explain the role of humor in business presentations. Discuss the advantages and risks of using humor as a tool to enhance engagement and impact. (CO2,K3) | 6 |

6. Answer any one of the following:-

- | | | |
|-------|--|---|
| (6.1) | Explain the importance of recording and distributing minutes of a meeting.(CO3,K2) | 6 |
| (6.2) | Explain the various skills assessed during a GD. (CO3,K2) | 6 |

7. Answer any one of the following:-

- | | | |
|-------|---|---|
| (7.1) | Write about the importance of asking questions to the interviewer. (CO4,K2) | 6 |
| (7.2) | Write a professional summary for an MBA graduate with a specialization in marketing. (CO4,K6) | 6 |

8. Answer any one of the following:-

- | | | |
|-------|--|---|
| (8.1) | "Media management supports promotion of a product" Explain. (CO5,K2) | 6 |
| (8.2) | State applications of Agenda of meeting. (CO5,K2) | 6 |

REG_JAN_JUNE_2026