


RAN-2510000101044001
F.Y. B.B.A. (Sem. - I) Examination November - 2025
Business Communication
Time: 2 Hours]
[Total Marks: 50
સૂચના : / Instructions

(1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.

Fill up strictly the above details on your answer book.

Seat No.:

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Student's Signature

Q.1. Answer the following questions in brief (Any Five) (10)

1. Draw the diagram of the communication process.
2. Mention Barriers to communication.
3. What is the importance of feedback in communication?
4. State two characteristics of a good Business letter.
5. Name any two digital tools for presentations.
6. Give two tips for communicating with virtual teams.
7. Define organizational website.

Q.2. What is listening? Explain its types and importance in effective communication. (14)

OR

Q.2. (a) Explain Barriers to Communication. (07)

(b) The role of non-verbal communication in enhancing the effectiveness of interpersonal interactions. (07)

Q.3. Prepare a job application letter along with a detailed CV for the post of Production Manager in a reputed company. (14)

OR

Q.3. (a) Prepare a resignation letter sending to the HR manager mentioning that you have got the better opportunity.. (07)

(b) Write a letter to your professor about requesting to extend the date of assignment submission. (07)

Q.4. (a) Prepare a presentation on importance of writing skills. (06)

(b) Define digital citizenship. Explain its components and importance in modern digital communication. (06)

OR

Q.4. Write short notes on (Any Three) (12)

1. Write an email for requesting your manager for granting two days emergency leave.
2. Uses of Social media in Business.
3. Digital Etiquettes.
4. Define digital collaborations.
5. Prepare an inquiry letter for the books required in your library.