

# School of Business

BBA  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem II - D1UA201B - Business Communication

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Explain the key differences between Upward and Downward Communication using examples? K2 CO1 (5)
2. Explain the difference between Intrapersonal and Interpersonal Communication using examples? K2 CO2 (5)
3. Explain the benefits of effective communication at the workplace using appropriate examples? K2 CO1 (5)
4. Based on your life experiences, identify the key benefits of listening? Analyze the different methods of listening using appropriate examples? K3 CO2 (10)
5. "Effective Communication strengthens the connection between a company and all its stakeholders." Do you agree? Substantiate your answers using examples. K2 CO2 (10)
6. Based on your learning from your course, analyze the key difference between Teleconferencing and Videoconferencing? Discuss the key benefits of Videoconferencing over Teleconferencing K4 CO3 (10)

**OR**

- Discuss the purpose and advantages of Memos in workplace? Using an example of a sample memo elucidate your point. K4 CO3 (10)
7. Based on your learning from the course, identify the key benefits of wireless communication? K4 CO3 (10)
  8. Critically analyze the importance of workplace etiquettes? Elucidate examples of etiquettes expected by professional at workplace? K5 CO5 (15)

**OR**

- Critically analyze the importance of effective body language? In your opinion, does body language differ across culture? Substantiate your points using examples K5 CO5 (15)
9. Critically analyze the importance of Audience Analysis? Substantiate your points using appropriate examples. K5 CO4 (15)
  10. Critically analyze the key soft skills you have learnt during this course? Use appropriate examples to elucidate your points. K4 CO3 (15)