

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

School of Finance and Commerce

**Bachelor of Business Administration in Financial Investment Analysis
Mid Term Examination - Nov 2023**

**Duration : 90 Minutes
Max Marks : 50**

Sem III - H1UA304T - Business CommunicationGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain the primary purposes of communication within a business context? K2 (2)
- 2) How does effective communication contribute to building positive workplace relationships? K1 (3)
- 3) Outline the importance of feedback contribute to effective communication. K2 (4)
- 4) Explain the difference between formal and informal communication channels in a business setting. K2 (6)
- 5) Identify visual and audio-visual communication with suitable examples. K3 (6)
- 6) Plan strategies to overcome language barriers when communicating with an international team. K3 (9)
- 7) Analyze the components of the Linear Communication Model. K4 (8)
- 8) Compare and contrast the importance of each of the 7 Cs in various communication contexts. K4 (12)

OR

Compare and contrast the effectiveness of using printed circulars versus digital circulars in reaching a wide audience. K4 (12)