

Code No: 981AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
UCMH, JNTUH BBA (Data Analytics) I Year I Semester Examinations, February/March-2023
BUSINESS COMMUNICATION

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. From each unit, there are two questions and the student should answer one of them. Hence, the student should answer five questions from **Part-B**.

PART- A**(10 Marks)**

1. Explain briefly the following:

- | | |
|--------------------------|-----|
| a) Sender | [1] |
| b) Empathy | [1] |
| c) Lateral communication | [1] |
| d) Cross Communication | [1] |
| e) Gestures | [1] |
| f) Presentation | [1] |
| g) Formal letter | [1] |
| h) Memo | [1] |
| i) Team Communication | [1] |
| j) Written Content | [1] |

PART-B**(50 Marks)**

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|---|------|
| 2. What are barriers to communication? Explain. | [10] |
| OR | |
| 3. Explain the foundations of Business Communication. | [10] |
| 4. Explain various directions of information with suitable examples. | [10] |
| OR | |
| 5. What are the modes of communication? Discuss. | [10] |
| 6. What is the role of non-verbal communication for enhancing the effectiveness of verbal communication? Explain. | [10] |
| OR | |
| 7. How do you develop presentation skills? Explain. | [10] |
| 8. What are the basic guidelines of Report writing? | [10] |
| OR | |
| 9. Explain various kinds of formal letters. | [10] |
| 10. Write a note on Team and organization communication. | [10] |
| OR | |
| 11. Define Interpersonal communication. Explain various techniques of it. | [10] |

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