

**First Semester FYUGP Degree (Reg) Examination November
2025****KU1DSCBBA103 - BUSINESS COMMUNICATION
2025 Admission onwards**

Time : 1.5 hours

Maximum Marks : 50

Section A**Answer any 6 questions. Each carry 2 marks.**

1. Explain the importance of business letters.
2. Which are the different types of business letters?
3. Explain the layout of a resume
4. Differentiate between Resume and Curriculum Vitae
5. Explain the terms Kinesics, Proxemics and Chronemics
6. What are the main types of communication channels
7. Why is communication essential for organisational success
8. How does information overload become a barrier in effective communication?

Section B**Answer any 4 questions. Each carry 6 marks.**

9. How can active listening improve communication in business
10. What are the advantages of digital communication in today's business environment
11. Discuss the limitations of written communication
12. Communication is the life blood of any business organization." Comment and explain objectives of business communication
13. What are communication barriers? What are the major types of barriers affecting communication?
14. How does clarity impact the success of Business Communication.

Section C**Answer any 1 questions. Each carry 14 marks.**

15. Examine the role of recommendations in business reports in accordance with the objectives of reports
16. As a candidate list out the ways in which you will prepare for an interview