

Reg No:.....

K24FY1407 (B)

Name :.....

**First Semester FYUGP Management Studies Examination**  
**NOVEMBER 2024 (2024 Admission onwards)**  
**KU1DSCBBA103 (BUSINESS COMMUNICATION)**  
**(DATE OF EXAM: 4-12-2024)**

Time : 120 min

Maximum Marks : 70

**Part A (Answer any 6 questions. Each carries 3 marks)**

1. Differentiate between verbal and non verbal communication 3
2. What are the advantages and disadvantages of grapevine? 3
3. Why is it important to include a subject line in business letters 3
4. What is the function of headings and subheadings in organising a business report 3
5. Why are business reports essential for decision making in an organisation 3
6. Explain the importance of a resume in employment 3
7. What are the do's and dont's of interview 3
8. What are the characteristics of a panel interview 3

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. Discuss the role of business letters in building relationships 6
10. Discuss the different types of business letters in business communication 6
11. As a Sales manager, draft a report to your managing director regarding the sudden decline in sales of refrigerators and give suggestions to overcome it. 6
12. Critically assess the impact of including irrelevant information in a resume 6
13. Design a professional resume for a candidate applying for a job 6
14. How does body language affect an interview 6

**Part C (Answer any 2 question(s). Each carries 14 marks)**

15. "Communication means the process of passing information and understanding from one person to another". Explain. 14
16. Analyse 7 C's and explain how it can reduce misunderstandings in communication 14
17. Evaluate the role of written communication in business focusing on its advantages and potential challenges 14