

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: BB02001041

Date: 12-06-2025

Subject Name: Business Communication

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Define Communication.	
(b) Define Audience Centered Communication.	
(c) Explain the term, "Memorandum"	
(d) Classify the necessary steps you should ensure while researching about the company before giving interview.	
(e) Define Communication Network	
(f) Provide two non-verbal aspects important for interviews.	
(g) Describe the meaning of "Notice" in business communication.	
Q.2 (a) Describe Process of Communication.	07
(b) Classify the strategies through which one can improve organizational communication.	07
OR	
(b) Describe the common components and structure of a formal business letter.	07
Q.3 (a) Explore various types of interview questions and suggest how to answer them effectively.	07
(b) Articulate a notice informing employees about a shift in office premises. Explain the key features of a good notice.	07
OR	
(a) Describe the meaning of ethical communication and explain how it affect business relationships	07
(b) Explain the importance and writing strategy of circulars and memos in organizations.	07
Q.4 (a) Describe a sample format for minutes of meeting and explain its importance.	07
(b) Articulate a formal memo for change in working hours and explain its key elements.	07

OR

- (a) State different types of barriers to communication and suggest methods to remove them. **07**
- (b) Classify the preparations a candidate should make for a job interview. Illustrate in detail. **07**
- Q.5** (a) Describe the significance of using simple language in business communication. **07**
- (b) Articulate a business letter responding to a customer complaint about a product defect. **07**

OR

- (a) Describe the difference between formal and informal communication. Differentiate between the two with examples. **07**
- (b) Examine how effective meeting etiquettes can contribute to better decision-making. **07**
