

Enrollment No./Seat No.:

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

Subject Code: BB02001041

Date: 05-12-2025

Subject Name: Business Communication

Time: 02:30 PM to 5:30 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) Gesture	
(b) Ethical communication	
(c) Informal communication	
(d) Enclosure	
(e) Dissemination of information	
(f) Business Memo	
(g) Agenda	
Q.2 (a) Explain the meaning of 'Business Communication'. Discuss the various functions of communication adopted in the business organization.	07
(b) You are placing the order with Odyssey Exports, Mumbai for Terracotta articles. Draft the letter of order giving all necessary instruction.	07
OR	
(b) You have received an order for the Steel furniture from one of your valued customers, but owing to some unavoidable circumstances you are unable to execute the order within the specified time limit. Write a letter to your customer asking for an extension of ten days to execute the order.	07
Q.3 (a) Differentiate between verbal and non-verbal communication with the help of appropriate examples.	07
(b) As an Area Manager of FMCG, draft the letter to the agent for complaining about the poor performance of last six months.	07
OR	
(a) Describe at length the appropriate communication styles with the help of related examples.	07
(b) Write a letter to the manager of Co-operative Bank requesting to stop the payment of the cheque which has been lost by two last week.	07

- Q.4 (a)** Elaborate thoroughly the barriers to communication with the support of relevant illustrations. **07**
- (b)** Being the HR Executive, you are supposed to draft the Agenda of the quarterly meeting to be held on 29th May 2025. **07**

OR

- (a)** What is the difference between Hearing and Listening? Discuss at length the features of a good listener. **07**
- (b)** You are selected for the Interview for the position of Marketing Executive at Sevenseas Ltd. Explain how will you prepare for the interview for the different types of questions. **07**
- Q.5 (a)** Discuss fully the strategies for improving organizational communication by mentioning appropriate examples. **07**
- (b)** Draft a memo to an employee seeking explanation for remaining irregular in the office. **07**

OR

- (a)** Explain how Audience centered approach and Understanding Inter-cultural Communication are the important components for the effective managerial communication. **07**
- (b)** Draft your Resume in reply to an advertisement in the Times of India dated March 18th 2025, for the position of HR Executive for an MNC. Assume your name to be Ms.Niyati/ Mr. Nayan. **07**
