

**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. What is a cover letter and when it is used
2. What are the features of business letters?
3. What is encoding in communication process?
4. Briefly explain the process of communication
5. What are the advantages and disadvantages of grapevine?
6. What are the advantages of face to face communication as a channel
7. Explain the importance of communication in employment
8. What is the purpose of an interview

**Section B**

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

9. Evaluate the effectiveness of visual aids in enhancing verbal communication
10. Explain written communication and its effectiveness
11. Analyse the effectiveness of communication channels
12. How can communication skills impact career advancement
13. Discuss the key components of curriculum vitae
14. Differentiate between online interview and face to face interview

**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. A company experiences communication breakdowns due to outdated technology-propose solutions