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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-BBA (HONOURS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATION NOVEMBER 2025
FIRST SEMESTER

Core Course (CC) - MG1CCRBBA103 - BUSINESS COMMUNICATION - I

(2024 ADMISSION ONWARDS)

Duration: 1.5 Hours

Maximum Marks: 50

*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)
and Appreciation(Ap)*

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Essay Type Questions

Answer any **2** Questions

Each Question carries **5** marks

1. How would you define communication? Explain the role and relevance of business communication in a corporate setting, with an example of its impact on decision-making. [K] / [CO1]
 2. During a coffee break, you overhear a colleague sharing unverified information about a competitor's new product launch. Others around seem engaged and are adding their thoughts to the conversation. How can the grapevine impact the accuracy of the information being shared among employees? Explain the potential consequences of spreading unverified gossip in the workplace. [U] / [CO1]
 3. How does blended communication enhance collaboration in a virtual work environment? Analyse its advantages and limitations [An] / [CO3]
 4. List and describe the core concepts of media literacy. [U] / [CO4]
- [2x5 = 10]**

Part B

Essay Type Questions

Answer any **2** Questions

Each Question carries **10** marks

5. How does the tone of a message influence the relationship between the communicator and the audience? Provide an example of a courteous versus an
- [U] / [CO1]

abrupt message.

6. The finance department is tasked with presenting the company's quarterly financial results to stakeholders. The data is complex and requires clear communication to facilitate decision-making. What specific elements of presentation skills should the finance team emphasize to communicate complex financial data effectively? How can they use infographics to enhance clarity and ensure that stakeholders grasp the key insights? [An] / [CO3]
7. Describe the common barriers that can interfere with effective team communication. Suggest various measures to overcome them. [U] / [CO3]
8. Analyse the role of personal website in building a professional brand. [An] / [CO4]

[2x10 = 20]

Part C

Letter Writing

Compulsory Question

Each Question is worth **20** marks. 10 marks for the record submission and 10 marks for the drafted letter.

9. Write a letter seeking a position as a Software Developer at a tech startup. [A] / [CO2]
- [1x20 = 20]**