

Indian Maritime University
(A Central University, Govt of India)

Mar/Apr'26 SE

Programme Name: BBA (ML)

Semester: I

Subject Code: UG32T2101

Subject Name: BUSINESS COMMUNICATION

Date: 02.03.2026

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. The word communication is derived from 'communis' which means:
a) common b) message c) community d) oral speech
a) French b) Latin c) Russian d) German
2. Which of these is not an element of non-verbal communication?
a) Eye contact b) Posture c) Name of the speaker d) Personal appearance
3. Orders and directives are the example of _____.
a) downward communication b) upward communication c) diagonal communication d) horizontal communication
4. Which of these is an example of verbal communication?
a) Using facial expressions b) Gesturing with your hands
c) Writing a letter d) Nodding your head
5. What does active listening involve?
a) Speaking while the other person is talking b) Focusing on your own response
c) Ignoring the speaker d) Giving full attention to the speaker
6. Gestural communication is a _____.
a. Non-Verbal Message. b. Direct conversation c. oral communication
d. Written.
7. Informal communication is otherwise known as _____ communication.
a) Grapevine b) Lateral c) Visual d) Horizontal
8. An Agenda prepared in connection with _____.
a) Meeting. b) Business tours. c) Exhibition. d) Personal notes.

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9. Which of the following is not a compulsory part of a business letter?
a) Salutation b) Close c) Attention line d) Body
10. Which of these should be avoided in an interview?
a) Clarity b) Confidence c) Smile d) Confusion

Section B

Five Questions of 02 Marks each

11. Describe the process of communication.
12. Write the difference between hearing and listening.
13. Explain any two physical barriers to communication.
14. What are the different levels of Communication?
15. What are the visual aids in a presentation?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Explain the importance of nonverbal communication and identify the six major categories of nonverbal expression.
17. Describe the process of listening and explain the different types of listening with proper examples.
18. Discuss the opportunities and challenges of mobile communication in business.
19. Discuss the importance of effective communication in personal and professional life.

20. **A. Choose the correct word in each sentence below.**

1. Do not _____ (lose/loose) your temper.
2. Your answer will not _____ (effect/ affect) your grade on the test.
3. Don't trip over the cord _____ (beside/besides) desk.
4. We'll discuss this _____ (further/ farther)
5. The world's largest hot _____ (desert/ dessert) is the Sahara.

B. Fill in the blanks with appropriate form of verbs.

1. When I reached the station, the train _____ (leave).
2. Hush! the baby _____ (sleep).
3. Ravi _____ (arrive) just now.
4. Who _____ (write) Wings of Fire?
5. She _____ (wait) for him in the bus stop since morning.

21. You are the owner of Jatin & Brothers Ltd. You have received a lot of orders from various customers. Write a letter to one of the customers informing them about delay in fulfillment of their order in less than 150 words.

22. Draft a C.V. for the appointment as an Assistant Logistics Manager for Graphic Technologies Sign Park Private Limited, Chennai, Tamil Nadu. Assume that you possess the required qualifications and experience.

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