

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) March 2021

BBA-[I-SEM]

Subject Name: Business Communication

Subject Code: BBA-F-02

MM: 75

Time: 03Hours

Email Id of the Examiner: Sec A: tafheem@jamiahamdard.ac.in

Email Id of the Examiner: Sec B: manpreetkaurkohli@jamiahamdard.ac.in

Email Id of the Examiner: Sec C: manpreetkaurkohli@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: firstsembbaexamjh@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: 9334032-Rabia Shaheen-2017-334-032-BBA-V-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Application based Question 1

You are about to appear for a group discussion (GD) for your dream organization, which is visiting your campus tomorrow. What all points will you keep in mind while sitting for that GD.?

What preparations should be done one day before you are supposed to appear for that GD.?

Application based Question 2:

You are appointed as a trainer in XYZ Pvt Ltd. You are asked to deliver training on different Channels of Communication. What all things you will include in preparing your content?

Application based Question 3:

“93/7 Rule: 93% of communication occurs through nonverbal behavior & tone; only 7% of communication takes place through the use of words.” According to you what all things are covered in non-verbal communication? Briefly explain.

Application based Question 4:

Do you agree that good feedback is the key to improvement? Explain the types and importance of feedback.

Application based Question 5:

Sahil has recently traveled through a much known German airline. His experience has been very bad while on the flight. There were several reasons behind it like the food served was cold, the staff behavior was very rude and non-cooperative. He is very disappointed as he had spent a lot of money to fly with this airline. Please write a grievance letter imagining yourself as Sahil to the concerned authority stating his issues which he faced while on the flight.

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