

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2024

BBA -I Semester

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 15

COURSE NAME: BUSINESS COMMUNICATION

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour

---

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

---

Q. 1 Explain in detail the meaning and relevance of theories of communication discussed in class. How may the knowledge of these theories help one form healthy relationships in their personal and professional life? [CO 1] (5)

Q. 2 The role of sender in the process of communication is crucial at the ideation and encoding stage. Explain the above statement with the help of a well labeled diagram. Also, discuss the relevance of audience analysis in making a message more suitable to specific audience. [CO 1] (5)

Q. 3 What are the do's and don'ts of giving and receiving feedback? Discuss in detail the barriers that may hinder communication. Provide the strategies to handle these barriers. [CO 1] (5)