

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

BBA

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 25

COURSE NAME: Business Communication

COURSE INSTRUCTOR: Dr Deler Singh

MAX. TIME: 1 Hour 30 Minutes

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

Q1 Draft a (a) Resume for the following job position. Also, write a (b) Cover Letter for the same. Assume the necessary information, if needed. CO-4 5x2=10

A management company is hiring fresh Business graduates for various positions in different management fields. Candidates with suitable internship experience and specializations may apply within 15 days of the advertisement.

Q2 Assume your attendance is less than the minimum eligibility criterion for taking examinations. Draft a persuasive email to your teacher to inform him about the situation. Furnish the necessary details related to the circumstances of your absence so that you may be allowed to take your examination. CO-4 5

Q3 With the help of suitable examples, justify the importance of Principles of Business Writing in drafting the documents that are effective in conveying messages with clarity and precision. CO-3 5

Q4 According to a report published in the newspaper The Hindu, 50 per cent of Indian youth (18-24 years old) have poor mental health, and it is affecting their productivity. Considering the statistics mentioned here, write an expository essay on the importance of mental health awareness among the youth. CO-3 5