

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

BBA IV Semester

COURSE CODE (CREDITS): 24BB1HS414 (3)

MAX. MARKS: 15

COURSE NAME: Oral and Written Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour

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

		CO	Marks
Q1	"The single biggest problem in communication is the illusion that it has taken place." Analyze the statement and discuss the barriers to communication one might encounter in the corporate world. Also, suggest strategies to overcome these barriers.	CO 1	5
Q2	Discuss how the principles of word selection and sentence construction guide one in writing concise and clear business documents. Support your answer with suitable examples.	CO 5	5
Q3	Imagine that your company is launching a new product. Write a persuasive/sales letter to your customers describing the features of the product. Provide the necessary details regarding pricing and how they can order offline and online.	CO 5	5