

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS- 2025

BBA-IV Semester

COURSE CODE (CREDITS): 24BB1HS414 (3)

MAX. MARKS: 25

COURSE NAME: Oral and Written Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour 30 Min

Note: (a) All questions are compulsory.

Q.No	Question	CO	Marks
Q1	<p>Draft a (a) Resume for the following job position. Also, write a (b) Cover Letter for the same. Assume the necessary information, if needed.</p> <p>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.</p>	5	10
Q2	Analyze the role of a well-written SOP in providing the right direction for writing an effective report. What are the various steps involved in report writing? Explain.	5	5
Q.3	What are the key components of a Proposal? How does each step of proposal writing contribute to convincing stakeholders? Explain with the help of a suitable example.	5	5
Q. 4	While some believe that work-life balance is a myth in the modern competitive world, others say that work-life balance is an essential aspect of one's life and crucial for maintaining a healthy life. Give your opinions about the above-mentioned issue.	4	5