TB251365C

Reg. No :.....

Name :.....

BACHELOR'S DEGREE EXAMINATION, OCTOBER 2025

2025 ADMISSIONS REGULAR

SEMESTER I - CORE COURSE (MANAGEMENT STUDIES)

MS1CC04B24 - Business Communication-I

Time : 1.5 Hours

Maximum Marks : 30

Part A

Answer any 1 question from the bunch of CO1. Each question carries 5 mark. (5x1=5)

1. Define communication and explain its major types with examples [CO1,Understand]
2. Differentiate between verbal and non-verbal communication with suitable examples [CO1,Remember]

Part A

Answer any 1 question from the bunch of CO2. Each question carries 5 mark. (5x1=5)

3. Explain the structure of a formal email with an example. [CO2,Understand]
4. What are the essential components of a well-structured business letter? Explain with an example. [CO2,Remember]

Part B

Answer any 1 question from the bunch of CO3. Each question carries 10 mark. (10x1=10)

5. What are infographics? Explain their importance in digital communication and give examples of contexts where they are most effective. [CO3,Remember]
6. Compare and contrast verbal and non-verbal communication in presentations. How can both be used effectively to engage an audience? [CO3,Understand]

Part B

Answer any 1 question from the bunch of CO1. Each question carries 10 mark. (10x1=10)

7. Describe the different types of communication with examples. How are they relevant in a business setting? [CO1,Remember]
8. Differentiate between formal and informal communication. Explain the significance of both types in an organization. [CO1,Understand]