

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAK NAGHAT

TEST -3 EXAMINATION- 2025

BBA-IV Semester

COURSE CODE (CREDITS): 24BB1HS414 (3)

MAX. MARKS: 35

COURSE NAME: Oral and Written Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 2 Hours

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

	Question	CO	Marks
Q1	What are 'Behavioral Questions'? Analyze how these questions help assess a candidate's suitability for a role. What method/technique will you use to answer a behavioral question effectively? Provide at least two suitable examples to support your answer.	3	10
Q2	Discuss in detail the process of planning a persuasive business presentation. How do different steps ensure understanding between the sender and the receivers? Draft an 'Elevator Pitch' to present it to your boss regarding your proposal.	3	5
Q3	What are the major skills that are evaluated during a 'Group Discussion' session? Evaluate how understanding the dos and don'ts of 'Group Discussion' helps one effectively participate in such sessions?	3	5
Q4	What are the key components of a successful business plan? Why is a business plan considered essential for the success of a new venture? Analyze how it helps secure funding, set goals, and guide operations.	5	5
Q5	Discuss the characteristics of the individuals based on the following communication styles. <ul style="list-style-type: none"> <li>• Aggressive</li> <li>• Passive</li> <li>• Passive-Aggressive</li> <li>• Assertive</li> <li>• Manipulative</li> </ul> Analyse how one should effectively handle people as per their communication style in a team setting?	1	5
Q. 6	Write a persuasive essay on the importance of discipline, resilience, adaptability and emotional intelligence for professional success. Provide examples to support your answers from your daily life.	4	5