

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

Make-up Examination-Nov-2025

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 25

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour 30 Minutes

Note: (a) All questions are compulsory.

	Question	CO	Marks
Q1	Draft a (i) Resume and (ii) Cover letter for a multinational company seeking fresh BBA graduates with various specialisations. Highlight relevant internship and project experience.	CO4	10
Q2	Johari Window focuses on healthy self-disclosure and sensitive feedback to develop a conducive workplace. Justify the statement by giving suitable examples.	CO5	05
Q3	Analyze the importance of Chronemics and Proxemics in a multicultural workplace. Provide suitable examples to support your answer.	CO1	05
Q4	Differentiate between Body language and Non-verbal communication. What should one keep in mind regarding Haptics when dealing with a diverse population at the workplace?	CO1	05