

**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT**

**TEST -3 EXAMINATION- 2025**

**BBA-I Semester**

**COURSE CODE (CREDITS): 23BB1HS111 (3)**

**MAX. MARKS: 35**

**COURSE NAME: Business Communication**

**COURSE INSTRUCTORS: Dr Deler Singh**

**MAX. TIME: 2 Hours**

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

	<b>Question</b>	<b>CO</b>	<b>Marks</b>
Q1	As a hiring manager, inform shortlisted candidates that they were not selected for the final round. Write the indirect-order version of this negative message, using a buffer, explanation, the refusal statement, and a positive closing.	CO4	5
Q2	Effective writing depends on the careful selection of words and following the principles of effective sentence construction. Discuss this statement in detail. Provide suitable examples to support your answer.	CO3	8
Q3	Explain the STAR Method of answering behavioral interview questions. Describe each component—S..., T..., A..., and R...—and explain why this structure helps candidates give clear and credible answers in interviews. Explain one of your behavioural skills using this method.	CO5	8
Q4	Why is it important for management graduates to develop negotiation and conflict management skills? List down the strategies to end a deadlock/conflict.	CO5	4
Q5	Write an essay to describe any two major challenges which, according to you, Indian management graduates face due to poor communication skills. Explain how improving these skills can enhance employability, workplace relationships, and overall managerial effectiveness.	CO4	5
Q.6	Explain the importance of Kinesics in professional communication. Discuss how Non-verbal communication impacts relationships, credibility, productivity, and business relationships.	CO1	5