

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous Institute U/s UGC Act 1956)

IMBA SEMESTER-I, SEMESTER END EXAMINATION – WINTER 2025

SUBJECT CODE: 2BB0104

DATE: 17-12-2025

SUBJECT NAME: BUSINESS COMMUNICATION-I

TIME: 11:00 AM to 01:30 PM

TOTAL MARKS: 70

Instructions

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

SECTION A

	Marks	BL	CO
Q.1 Multiple-Choice Questions	[05]		
(a) She ___ her homework before dinner every day.	1	R	1
(i) Do			
(ii) did			
(iii) Does			
(iv) doing			
(b) The cat is hiding ___ the table.	1	R	1
(i) Under			
(ii) On			
(iii) Above			
(iv) behind			
(c) You ___ finish your project before the deadline.	1	U	1
(i) could			
(ii) must			
(iii) shall			
(iv) will			
(d) She bought ___ umbrella because it was raining	1	U	1
(i) No article needed			
(ii) a			
(iii) the			
(iv) An			

- (e) We ___ go to the park if it doesn't rain. 1 R 1
- (i) Will (ii) would
- (iii) Should (iv) might

Q.2 Attempt Any Two [10]

(a) Fill in the blanks (Any five) 5 R 1

1. She ___ (go) to school every day
2. They ___ (watch) a movie when I called them.
3. By this time tomorrow, we ___ (reach) Delhi.
4. He ___ (not/finish) his homework yet.
5. She saw ___ elephant in the zoo. (a, an, the)
6. Ravi bought ___ new bicycle yesterday (a, an, the)
7. Please close _____ door, before you leave the Room. (a, an, the)

(b) Fill in the blanks with proper preposition (Any Five) 5 R 1

1. The book is lying ___ the table.
2. She walked ___ the park in the evening.
3. We have been waiting ___ you for an hour.
4. He jumped ___ the river to save the child.
5. The school is ___ the post office and the bank.
6. Don't sit ___ the floor; it's dirty.
7. The cat ran ___ the wall.

(c) Fill in the blanks with proper Modal Auxiliary (Any Five) 5 R 1

1. You ___ finish your homework before going out.
2. He ___ play the guitar when he was ten.
3. We ___ go for a picnic if the weather is good.
4. You ___ speak politely to your elders.
5. I ___ help you with your luggage.
6. She ___ have told me the truth.
7. If I were you, I ___ apologize immediately.

Q.3 Attempt Any Two [10]

- (a) Define effective business communication & Explain any three benefits of it 5 U 2
- (b) Write Process of Communication with its diagram 5 A 2
- (c) Write about physical and psychological barrier in communication. 5 R 2

Q.4 Attempt Any Two [10]

(a) Read the case given below carefully and answer the questions given below it 5 A

A mid-sized Indian e-commerce firm planned a festive-season flash sale. Marketing emailed a one-page brief to Sales and Operations, but the message lacked clarity on discount tiers, inventory buffers, and escalation contacts. Sales reps promised aggressive offers; Operations, unaware of revised SKUs, under-stocked fast movers. On launch day,

call volumes spiked, delivery SLAs slipped, and social media complaints rose. The COO paused the campaign and convened a review. They mapped the communication process: sender (Marketing), encoding (jargon-free), channel mix (email + stand-up + dashboard), receiver (Sales/Ops/Support), feedback (Q&A form, Slack thread), and noise (time zones, assumptions). A new plan followed: a single-page “decision brief” with visuals, RACI roles, Hindi/English FAQs, a daily 15-minute huddle, and a live inventory dashboard. The relaunch achieved 96% on-time delivery and 18% higher conversion, with a 40% drop in complaint tickets—showcasing how structured, multi-channel communication drives business outcomes.

- (i) Identify two communication barriers in the first launch and suggest one fix for each.
 - (ii) Map the improved plan to the communication process components (sender, message, channel, receiver, feedback, noise).
- (b) Differentiate formal vs informal communication with three advantage and three risk of each. 5 R 2
- (c) What are the ways to overcome the barriers to effective communication? 5 R 2

SECTION B

	Marks	BL	CO
Q.5 Multiple-Choice Questions	[05]		
(a) What is the primary purpose of a memo?	1	R	3
(i) To communicate formally with people outside the organization (ii) To advertise a company’s product (iii) To communicate internally within an organization (iv) To request a job interview			
(b) Which of the following is the correct order of parts in a formal letter?	1	R	3
(i) Salutation, Date, Body, Signature (ii) Date, Inside Address, Salutation, Body, Closing, Signature (iii) Heading, Greeting, Body, Signature (iv) Address, Closing, Salutation			
(c) Which of the following is an example of an informal letter?	1	U	3
(i) Application for leave (ii) Complaint letter (iii) Letter to a friend describing your trip (iv) Job offer letter			

- (d) What is the correct order of parts in a formal email? 1 U 4
- | | |
|--|---|
| <p>(i) Subject, Salutation, Body, Closing, Signature</p> <p>(iii) Greeting, Closing, Subject, Body</p> | <p>(ii) Body, Signature, Subject, Greeting</p> <p>(iv) Subject, Body, Greeting, Signature</p> |
|--|---|
- (e) What is the main purpose of role play in communication or training? 1 R 4
- | | |
|---|--|
| <p>(i) To memorize textbook information</p> <p>(iii) To test written grammar skills</p> | <p>(ii) To practice real-life situations in a simulated way</p> <p>(iv) To entertain the audience only</p> |
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Q.6 Attempt Any Two [10]

- (a) In today's global economy, innovation has become the cornerstone of business success. Companies that fail to innovate often lose their competitive edge and market share. Innovation is not limited to developing new products—it also includes improving business processes, marketing strategies, and customer experiences. Technology plays a major role, but innovation also depends on a company's culture and leadership. Encouraging employees to think creatively, take calculated risks, and learn from failures helps build a sustainable innovation ecosystem. Ultimately, businesses that prioritize innovation tend to adapt better to market changes, attract top talent, and achieve long-term growth. 5 N 3
Write a precis of the passage in about one-third of its length and give a suitable title.
- (b) Imagine you are the HR Manager of a company. Write a memo to all employees about the new work-from-home policy. 5 U 3
- (c) What are the different types of business letters? Explain any four in detail. 5 R 3

Q.7 Attempt Any Two [10]

- (a) Explain the characteristics of an effective speaker. 5 R 4
- (b) What are the barriers to effective speaking? How can they be overcome? 5 U 4
- (c) Discuss the objectives of role play as a learning and communication technique. 5 R 4

Q.8 Attempt Any Two [10]

- (a) Define Group Discussion (GD) and explain its importance in business communication. 5 R 3
- (b) Explain the features of an effective dialogue. 5 R 4
- (c) Discuss the language and semantic barriers that reduce the effectiveness of speech. 5 U 4
