

(6 pages)

Reg. No. :

Code No. : 30682 E Sub. Code : FFBA 11/
FFSL 11/FFAM 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

First Semester

Business Administration/Shipping and Logistics
management/Aviation Management

Foundation Course – MANAGERIAL
COMMUNICATION

(For those who joined in July 2024 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The process of exchanging information between individuals is known as:
- (a) Negotiation (b) Communication
(c) Meditation (d) Evaluation

2. Which method of communication involves using body language and facial expressions?
- (a) Verbal (b) Written
(c) Non-verbal (d) Visual
3. The correct sequence in the layout of a business letter includes:
- (a) Heading, Salutation, Body, Closing
(b) Salutation, Heading, Body, Closing
(c) Body, Heading, Closing, Signature
(d) None
4. A letter that informs customers about a new product is a:
- (a) Order letter (b) Application letter
(c) Enquiry letter (d) Promotion letter
5. A telephonic interview is different from a direct interview because:
- (a) It is formal
(b) It is less effective
(c) It lacks visual cues
(d) It is always recorded

6. Which of the following is an advantage of virtual interviews?
- (a) Costly travel
 - (b) Physical presence
 - (c) Body language observation
 - (d) Time-saving
7. The document that lists the sequence of topics to be discussed in a meeting is called:
- (a) Minutes
 - (b) Agenda
 - (c) Memo
 - (d) Report
8. A resume should ideally be:
- (a) Clear and concise
 - (b) Fancy and colourful
 - (c) Handwritten
 - (d) Lengthy and detailed
9. Podcasts are primarily used for:
- (a) Sending invoices
 - (b) Live video meetings
 - (c) Audio-based content sharing
 - (d) Writing formal letters

10. Which of the following tools is commonly used for professional email communication?
- (a) TikTok
 - (b) Outlook
 - (c) Instagram
 - (d) Snapchat

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Summarize the importance of communication.
- Or
- (b) What are the communication etiquettes and how do they help in improving interactions?
12. (a) What is an acceptance letter? Explain its importance with an example.
- Or
- (b) Write a sample enquiry letter to a company asking for price quotations of office furniture.
13. (a) Differentiate between direct and virtual interviews with examples.
- Or
- (b) Write down the key skills needed to perform well in a group discussion.

14. (a) Draft a short agenda for a departmental team meeting.

Or

- (b) List the elements of a professional resume.

15. (a) Bring out the features of podcast.

Or

- (b) Outline the elements of an E-mail.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Sketch the communication process.

Or

- (b) Name and explain the different types of communication.

17. (a) Draft a formal application letter for the post of Sales Manager in a reputed company.

Or

- (b) Write a detailed order letter to a supplier for purchasing office stationery.

Page 5 Code No. : 30682 E

18. (a) Discuss the advantages and disadvantages of telephonic interviews.

Or

- (b) Describe the Dos and Dots in a group discussion.

19. (a) Prepare a sample agenda and minutes for a project team meeting.

Or

- (b) Write a professional resume of B.Com graduate applying for an accounting job.

20. (a) Narrate the importance of email, and virtual meetings in enhancing business productivity.

Or

- (b) How do websites, social media, and professional networking platforms help in business development?

Page 6 Code No. : 30682 E