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**BBA DEGREE END SEMESTER EXAMINATION - JANUARY 2025**

**UGP (HONS.) SEMESTER – 1: (BBA INTEGRATED MARKETING & BBA BUSINESS ANALYTICS)**

**COURSE: 24UCCRBBA104: BUSINESS COMMUNICATION - 1**

*(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 30

**PART A**

***Answer All***

1. Your colleague sends you this email draft before he sends it to the whole team. As he knows you are quite skilled in the English language, he wants you to correct the mistakes. Rewrite the email.

*Subject: Important update regarding the upcoming meeting*

*Hi Team,*

*I hope this email finds you in good health. I writing to inform you about the changes in our schedule meeting, which was initially planed for Monday. Due to unavoidable circumstances, the meeting will now be held on Tuesday at 10:00 am. Please makes sure to attend without fail.*

*The agenda of the meeting will covers our ongoing project status, discuss the new client requirements, and to brainstorm for upcoming marketing campaigns. Its important that everyone comes prepared with their updates and suggest ideas for the campaigns.*

*Let me no if you have any issues with the new timings, or if you need clarifications about the agenda points mentioned above. Kindly note that attendance is mandatory, and punctuality is appreciated.*

*Looking forward for your cooperation.*

*Thank you,*

*Pavitra Prabhakar*

2. Read the sentences below and identify the appropriate channel of communication (formal, semi-formal, or informal) for each, and write samples.
  - a. You are an HR manager informing employees about a policy change regarding work-from-home rules.
  - b. You are a project manager requesting an update on task progress from a team member you regularly collaborate with.
  - c. You are a colleague sending a quick message to a friend at work about grabbing lunch together.

- d. You are responding to a customer complaint about a product defect.
  - e. You are reminding your friend about the deadline for a group project you are working on together.
3. Imagine you are planning to apply for this position. Your CV is ready; now, prepare a cover letter.



4. You are managing the social media handles of your company. Prepare a detailed script for the 'about' section for your company for LinkedIn. You may use these pointers:

- Expertise: SEO, content, PPC, social media.
- Mission: Digital growth for clients.
- Focus: Tailored strategies, ROI-driven campaigns.
- Serving: Global brands, startups.
- Vision: Redefine digital success.

5. Read the ANSWERS given below and make appropriate QUESTIONS for each.

- a. "While the campaign was visually appealing, it failed to connect with the target audience due to unclear messaging."
- b. "The miscommunication occurred because the sender used jargon unfamiliar to the receiver, leading to confusion and errors in execution."
- c. "By tailoring the email subject line to the recipient's priorities, we increased the open rate by 30% over the previous month."
- d. "Despite excellent visuals, the webinar's effectiveness was hampered by technical glitches and lack of interaction with attendees."
- e. "The inappropriate use of 'Reply-All' resulted in over 50 unnecessary emails and caused frustration among the team members."

6. One of your elderly clients is having difficulty tagging someone and adding a location to their Instagram story. How would you craft a detailed and easy-to-understand WhatsApp message to guide them step-by-step through the process? (6 x 5 =30)