

Reg. No.....

Name.....

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2025**UGP (HONS.) SEMESTER - 2: ABILITY ENHANCEMENT COURSE****COURSE: 24UBBAAEC102: BUSINESS COMMUNICATION – II***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks - 30

PART A**Answer ALL questions in a sentence or two. (1 mark each)**

1. Define BATNA and its purpose. (CO 1, CO 2)
2. What are the different types of office documents? (CO 3)
3. Emic and Etic approaches to culture. (CO 1)
4. Name any four platforms for digital communication. (CO 1)
5. List the six dimensions of Geert Hofstede's cross-cultural framework. (CO 2)
6. Differentiate between Memorandum and Notice. (CO 3)
7. What are the features of a good report? (CO 3)
8. Define globalization with the example of any MNC. (CO1, CO 4)

PART B**Answer any TWO of the following questions in around 100 words each. (6 marks)**

9. The management of your company has decided to introduce a "Silent Hour" policy, where all employees must refrain from verbal communication, phone calls, and meetings for one hour every day to enhance focus and productivity. Draft an office circular announcing this new initiative, explaining its purpose and guidelines. (CO 3)
10. Prepare a radio script on the importance of professionalism in the workplace. (CO 3)
11. As a team lead, write a compelling email message on the importance of body language which is to be shared with the newly appointed members of your marketing team. (CO 3, CO 4)

PART C**Answer any ONE of the following questions in about 250 words. (10 marks)**

12. You are participating in a startup pitch competition. Write a formal business proposal for a sustainable fashion brand convincing investors why they should fund your idea. Include key sections like problem identification, solution, market potential, and financial projections. (CO 3)
13. You and your fellow teammates are struggling with miscommunication in emails. Because of this, your manager has given you a detailed class on how to ensure clarity and professionalism in emails. Write the notes you took down during her lecture. (CO 3)