

BBA DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER – 1: CORE COURSE****COURSE: 24UCCRBBA104: BUSINESS COMMUNICATION - 1***(For Regular 2025 Admission & Improvement/Supplementary 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

Answer all questions

1. Your younger cousin has drafted the following email to the school sports teacher. As s/he knows you are good at English, s/he asks you to correct the mistakes. Rewrite the email in proper form and correct the errors. (5 marks)

A (CO1, CO2)

Respected Sir,

I hope you are doing good. I am writting this mail to ask about the football practise for our interschool competition. Many students in our class is interested to join, but we are not received any clear schedule yet. Some of them says it will start from Monday, but other told it already started from last week.

Also, we need to no if the school will provide jerseys or we must buy ourself. Last year there was confusion and some students didn't got the correct size. It would be helpfull if this time the list is ready early.

Please let us know the details as soon as possible, so that we can prepare properly.

*Thanking you,**Your sincerly,***Full Name**

2. Read the sentences below and identify the appropriate channel of communication (formal, semi-formal, or informal) for each, and write samples. (5 marks)

U (CO1, CO2, CO3)

- a. You are a school principal announcing the dates of the annual examination to all students.
- b. You are a class representative asking a teacher for clarification about an assignment deadline.
- c. You are messaging your best friend to wish them good luck before their music competition.
- d. You are a shopkeeper replying to a customer who asked whether a book they ordered has arrived.
- e. You are reminding your cousin about bringing a camera for the family trip.

3. Imagine you are planning to apply for this position. Your CV is ready; now, prepare a cover letter. (5 marks)

C (CO2, CO4)



4. You are working as the communications manager of a sustainable fashion brand. Prepare a detailed script for the 'About' section of your company's LinkedIn page. You may use the following pointers. (5 marks)

An (CO1, CO3, CO4)

- Expertise: Eco-friendly fabrics, ethical sourcing, slow fashion.
- Mission: Promote style with sustainability.
- Focus: Quality craftsmanship, fair trade, minimal waste.
- Serving: Conscious consumers worldwide.
- Vision: Make sustainable fashion the global norm.

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

A (CO1, CO2)

- a. The advertisement attracted attention because it used humor and a catchy slogan that stayed in people's minds.
- b. Team productivity dropped mainly due to lack of clear role distribution and unrealistic deadlines.
- c. The press release was effective as it highlighted the company's achievements in simple, accessible language.
- d. Customer complaints decreased by 40% after the service team introduced a live chat option on the website.
- e. The group presentation was unsuccessful because the speakers were uncoordinated and the slides were overcrowded with text.

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? (5 marks)

C (CO1, CO3)
(20 marks)

7. Practicum

E (CO1, CO2, CO4)