

B.B.A. Semester - 5 (NEP-2020) Examination**Oct/Nov - 2025****ENGLISH: Business Communication in English (Skill Enhancement Course)****Time: 1:00 Hours****Marks: 25****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que.1 Answer the following questions- (10)

Explain the importance and process of communication in detail with suitable examples.

OR

Describe the written communication skills along with its advantages and disadvantages.

Que.2 Attempt any one of the following letters- (10)

As the manager of Aaditya Institute of Excellence, Shastri Marg, Ahmedabad, you need to order books in bulk. Write a letter to M/s Singh & Bros. Booksellers, Delhi, placing an order for the books to be supplied immediately and ask for possible discount on the catalogue price.

OR

You are Anshu/ Anshika secretary of Ahrihant Trust, going to open a new college of Management and Studies in Saurashtra Region, with 36 classrooms. Write a letter to Vaibhav furniture house enquiring about the catalogue of suitable moulded plastic furniture and price list.

Que.3 What are the advantages and disadvantages of oral communication? (05)

OR

The Lite Energy Corporation is organising 10th Annual General Meeting of the stakeholders to discuss the policy and leadership of the company. As the secretary of the company, draft a notice to inform the board of directors, stakeholders and board managers. Mention all the necessary details.
