

Seat No:

[0607]/CMAEC129/2026/BBACM_SEM2

FYBBACM (Second Semester) Examination, 2026
CMAEC129 - BUSINESS COMMUNICATION
(2024 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Business Communication [1]
- B) Non Verbal Communication [1]
- C) Memo [1]
- D) Presentation [1]
- E) Group Discussion [1]

Q2. Describe the importance of a Business Attire. [5]

Q3. Write in details the Do's and Don'ts's of Group Discussion. [5]

Q4. Explain the Principles of Effective Presentation. [5]

Q5. Give the difference between Verbal and Non Verbal Communication. [5]

Q6. State the impact of globalization on Business Communication. [5]

Q7. Write a letter of appreciation as a Front Office Duty Manager, appreciating an Intern on their work in Front Office during their Internship. Assume Suitable Data. [5]
