

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2024

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 35

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

		CO	Marks
Q1	The Johari Window model is one of the most effective methods to promote healthy interpersonal relationships in personal and professional life. Justify the statement by providing suitable examples. Also, draw a well-labeled diagram to explain the working of this model.	1	5
Q2	Proxemics is defined as the study of the space we put between the people we know and do not know. How does the knowledge of the concept of Proxemics help a professional to establish healthy workplace relationships?	1	5
Q 3	Evaluate the importance of Chronemics, Haptics, Occulesics and Artifacts, while working in a multicultural workplace. Provide suitable examples.	1	5
Q 4	Imagine that you are running a successful online business. Write a persuasive letter to your potential customers to sell them a product that your company has recently launched.	4	5
Q 5	What are the characteristics of a business report? Discuss the various phases involved in report writing	4	5
Q 6	Negotiation is used in many business scenarios, especially in the case of conflict management. What are the characteristic features of negotiation? What are the strategies to end a deadlock/conflict?	5	5
Q 7	What, according to you, are the major reasons for the fear of public speaking? What strategies might one adopt before and during a presentation to handle the nervousness/anxiety?	3	5