

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 25

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Deler Singh

MAX. TIME: 1 Hour 30 Min

Note: (a) All questions are compulsory.

	Question	CO	Marks
Q1	How is it helpful for managers and team leaders to use the Johari Window framework to enhance self-awareness and promote openness in workplace relationships?	CO5	05
Q2	<p>Draft a Résumé and a Cover Letter for the following:</p> <p>Position: Finance and Accounts Assistant</p> <p>Company: Unity InfraBuild Ltd.</p> <p>Location: Noida, Uttar Pradesh</p> <p>Role Summary: We are looking for detail-oriented BBA graduates to assist our finance team in managing day-to-day accounts and financial reporting. Key Duties:</p> <ul style="list-style-type: none"> Support invoice processing and payment tracking. Assist in preparing monthly financial summaries. Coordinate with vendors and auditors. <p>Qualifications:</p> <ul style="list-style-type: none"> BBA (Finance/Accounting specialization preferred). Knowledge of Tally or basic accounting principles. <p>Package: ₹2.8 – ₹3.5 LPA + benefits</p> <p>Email your CV to recruitment@unityinfrabuild.com</p>	CO4	10
Q3	In what ways can understanding cultural differences in time orientation (monochronic vs. polychronic) improve teamwork and coordination in multinational organizations? Explain with the help of suitable examples.	CO1	05
Q4	How can an employee's understanding of personal space (proxemics) help maintain professionalism in workplace? Also, explain the concept of 'space distance' with the help of a diagram.	CO1	05