

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -3 EXAMINATIONS- 2026

BBA-IV Semester

COURSE CODE (CREDITS): 24BB1HS414 (3)

MAX MARKS: 35

COURSE NAME: Oral and Written Communication

COURSE INSTRUCTOR: Dr Deler Singh

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

Q. No	Question	CO	Marks
Q1	Why is it important to keep your online resume 'ATS-friendly'? What three formatting or content mistakes should you avoid to ensure it passes automated screening by ATS?	CO 4	07
Q2	While delivering a business presentation (Public speaking) to senior executives, what four things must a management professional keep in mind regarding content structure, body language, and audience engagement? Briefly justify each.	CO 3	07
Q3	When writing a business plan for a startup, each section is critical for convincing an investor. Explain the steps involved in writing a business plan. Also, explain why writing a business plan is important, especially, if you are seeking external funding.	CO 5	07
Q4	In a panel discussion session, simply knowing the topic is not enough. Mention key behavioral/communication skills and preparation strategies a participant must consider to effectively participate in a panel discussion session as a panelist.	CO 3	07
Q5	What are the possible communication barriers that you might encounter as a professional? Explain. What strategies would you use to manage those barriers?	CO 1	07