JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

BBA-I Semester (JBS)

COURSE CODE (CREDITS): 23BB1HS111 (3) MAX. MARKS: 15

COURSE NAME: Business Communication

COURSE INSTRUCTOR: Dr Deler Singh MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

Q No	Question	CO	Marks
Q1	What is the significance of decoding and feedback in the process model of communication? Give suitable examples to support your answer. Draw a well-labelled diagram of the process model.	CO1	5
Q2	Uncertainty Reduction Theory suggests that people observe others, ask questions, or seek information before interacting to reduce uncertainty. Before your first meeting with a faculty member, which of these strategies would you use first to understand their expectations, and why?	CO1	5
Q3	Differentiate between constructive and destructive feedback. What are the strategies that one may use to give and effectively take feedback?	CO1	5