



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 10009381

Roll No. 23070002068
Total Mark 34/37.50

Exam BACHELOR OF BUSINESS ADMINISTRATION_ODD EX
Subject F010303TA - BUSINESS COMMUNICATION

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A 6/6

1B NA/6

1C 6/6

1D NA/6

1E NA/6

1F NA/6

1G NA/6

2 10/12

3 NA/12

4 12/12

5 NA/12

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

Date of Exam: 03/01/2025 Shift: Afternoon (II) Room No. 64-15
 Paper Code: FO10303T(A) Business Communication Sem. III
 Name of Candidate: Priyanshu Singh
 Roll No: 23070002068

Signature of Candidate: *Priyanshu*
 Signature of Invigilator: *Priyanshu*
 COE Facsimile: *CSJ*

PART-II

| MARKS OBTAINED | | | | | | | | | | |
|------------------------|---|---|---|---|---|---|---|---|---|------------|
| Q. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| (a) | | | | | | | | | | |
| (b) | | | | | | | | | | |
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| (i) | | | | | | | | | | |
| (j) | | | | | | | | | | |
| Total | | | | | | | | | | |
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| Total Marks in Words | | | | | | | | | | |


FO10303T(A)
 Paper Code


 Signature of Evaluator

Course: **BBA**
 Session: **2024-25** Year/Semester: **III**
 Subject: **Business Communication**
 Paper Code: **FO10303T(A)**
 Exam Date: **03-01-2025**
 Name of Candidate: **PRIYANSHU SINGH**
 Father's Name: **MR. ASHOK SINGH**

कॉलेज का कोड
College Code

KN162

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| E | E | 4 | 4 | 4 |
| F | F | 5 | 5 | 5 |
| G | G | 6 | 6 | 6 |
| H | H | 7 | 7 | 7 |
| I | I | 8 | 8 | 8 |
| J | J | 9 | 9 | 9 |
| K | K | 0 | 0 | 0 |

परीक्षा केंद्र का कोड
Exam Centre Code

KN162


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| D | D | 3 | 3 | 3 |
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| I | I | 8 | 8 | 8 |
| J | J | 9 | 9 | 9 |
| K | K | 0 | 0 | 0 |

परीक्षा का प्रकार
Type of Exam

Regular Ex. Student
 Private Back paper Exam

ANSWER BOOKLET NO.
10009381

Paper Code: **FO10303T(A)**




Enrollment Number: **CSJMA23000125927**

Candidate's Roll Number: **23070002068**


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Paper Code: **FO10303T(A)**

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| H | 7 | 7 | 7 | 7 | 7 |
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| J | 9 | 9 | 9 | 9 | 9 |


Priyanshu
 Signature of Candidate

Priyanshu
 Signature of Invigilator


 CSFA


 COE Facsimile

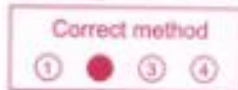
नोट: 1. परीक्षा को निर्दिष्टित दिनांक जहां से कि आचारण करने से पूर्व आप का अधिकतम वाली निर्देशों को सफलतापूर्वक पढ़ें।
 2. कक्षा में पूरी तरह से सही प्रतिक्रियाएं सही उत्तर से शुरू की जाएं। 3. पत्रों को कानून से सही से संभालना है।

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below blacken the circles completely.



4. Make no Stray marks on this sheet.
5. **DO NOT WRITE OR MARK ON THE BAR CODE.**

IN ORDER TO AVOID UFM (UNFAIR MEANS):

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/ electronic watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु:

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को छोड़कर अनुक्रमांक एवं उत्तरपुस्तिका का क्रमांक कहीं और न लिखें तथा कोई भी चिन्ह न बनायें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बारकोड अथवा उत्तर पुस्तिका संख्या पर छेद करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में निम्न वस्तुएं साथ न लायें, जैसे लिखे हुए कागज के टुकड़े, मोबाइल, डिजिटल कैलकुलेटर, कोपी, पुस्तक यह सभी वस्तुएं जो अनुचित साधन के अन्तर्गत आती हैं। केवल संबंधित प्रश्नपत्र में ही मेम्बरी लेस साइटफिक केंद्रकुलेटर ले जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में रूपये न रखें न ही उत्तर पुस्तिका में विपणन। ऐसा करना अनुचित साधन प्रयोग की परिधि में आता है।

परीक्षार्थी के लिए निर्देश

1. प्रवेश पत्र एवं उत्तर पुस्तिका पर दिये गये निर्देशों को ध्यान से पढ़ें।
2. कवर पृष्ठ के दूसरी तरफ कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनों तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमांक के अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र कोड सावधानी पूर्वक लिखें।
6. अपनी स्थिति स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृ (1-24) से कम है या कटे हुए हैं, तो परीक्षा शुरू होने के पूर्व दूसरी उत्तर पुस्तिका ल लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके परीक्षा शुरू होने के 30 मिनट के अन्दर का निरीक्षक को तत्काल सूचित करें, उसके बाद विश्वविद्यालय द्वारा को कार्यवाही नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पैसिल का प्रयोग न करें।
10. B कोपी या अतिरिक्त ग्राफ नहीं दिया जायेगा।

INSTRUCTIONS TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-32) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Subject Name and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over paper should fill in status as Carry Over. Those appearing as Ex Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

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| | 1 | 8 | 1 | 5 | 4 | 3 | 2 | 1 | 6 | 9 |
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| 3 | 3 | 3 | 3 | 3 | 3 | ● | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | ● | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | ● | 5 | 5 | 5 | 5 | 5 | 5 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | ● | 6 |
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Note - If your Roll No. is of 10 digits. Please leave first three columns



Business Communication

Section - A

Answer - I (A)

Communication

Communication is derived from the word 'Communicare' which means to impart, to transmit or to participate. 'Communicare' is derived from the root word 'Communis' which means to make common or to share.

Definitions :->

(1). Communication is the process of passing information and understanding from one person to another.

(2). Communication is the sum of all the things that a person does when he wants to create understanding in the mind of another.



3). Horizontal → Communication that takes place at the same level.

4). Diagonal → Communication taking place between two departments where one is supervisor and the other is subordinate.

* channel →

1). Formal → A deliberately structured form of communication in an organization.

→ It follows scalar chain of command.

2). Informal → Unstructured and spontaneous
→ It is not officially recognized in an organization.

P.T.O



Answer-21(c)

Communication - Network.

Communication network refers to the pattern of contacts among and between the members of the organization.

Types -

1). Single strand network -

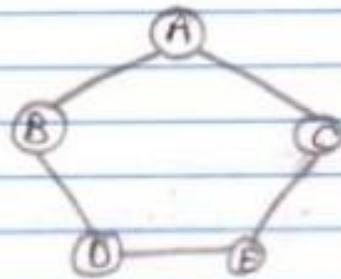
Here, a person communicates to another person through an intervening process.



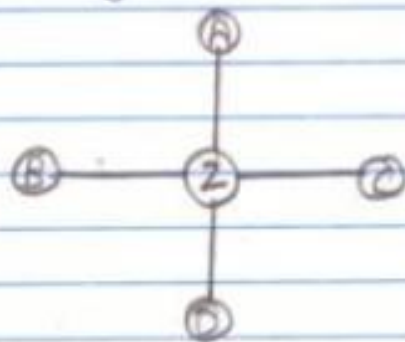
2). Circular network - In this network, a person can communicate



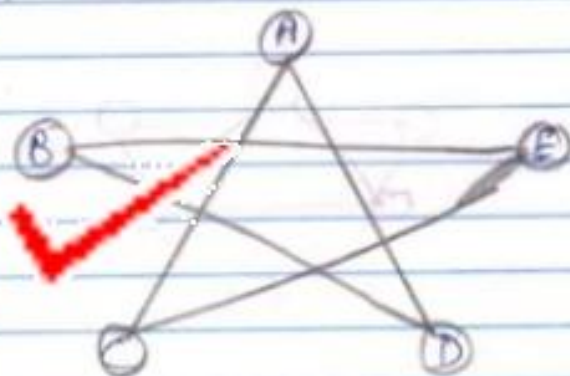
to his / her two
neighbourhoods only.



3). **Wheel Network** - ✓ A wheel network exists when a subordinate passes through one and only manager.



4). **Free-flow network** - ✓ A person or subordinate can communicate to anyone and everyone in the organization.





5). Y- Network -

Y- Network is a centralised form of network.

Y- network is suitable for small organization's only.



Do Not Write anything in this Portion



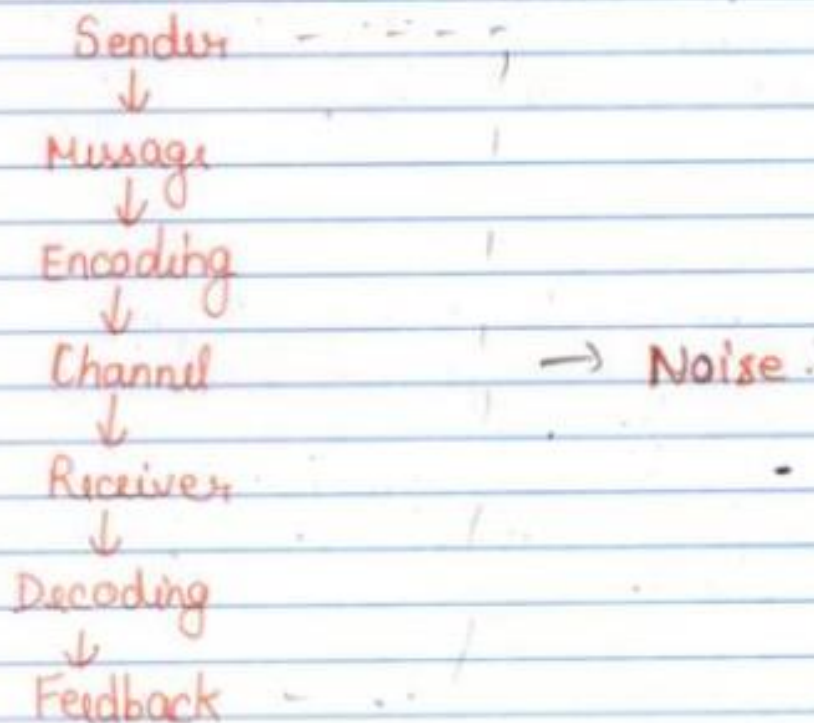


Section - B

Answer - 2

Process of Communication

A communication starts with the sender who sends the ~~meat~~ message after encoding it by a right channel or medium to the receiver who decodes the ~~message~~ message and then gives the ~~response~~ response or feedback.





1). Sender -

A sender is the person who starts the communication, or the person who wants to communicate. He is the one who sends the message to the receiver.

2). Message -

Message refers to the content that the sender wants to communicate to the receiver.

3). Encoding -

Message is translated in the form words or symbols and this process is known as encoding.

4). Channel -

Channel is the medium through which a message is sent to the receiver.

The channel can be - letter, mobile phone, email, memos, fax, etc.



5). Receiver -

Receiver is the person to whom the message is being sent by the sender. He is the one who receives the message.

6). Decoding -


Receiver when perceives the message or understands it  with his knowledge or skills, it is known as decoding.

7). Feedback -

The response or the answer of the receiver which is sent back to the sender, is known as feedback.

* Noise -

Noise refers to the hurdle, hindrance or the barrier in the communication process.

Noise  the communication ineffective.

P.T.O



Barriers of Communication -

Barriers refers to the hurdles in a communication process, which makes the communication ineffective.

Types →

(1). Physical barriers -

Barriers which occur due to the time, distance and noise, are known as physical barriers.

Elements - Time, distance, noise, other physical factors, etc.

(2). Language barriers -

These barriers occur due to lack of understanding the words or language.

Elements -

- Faulty translations
- Unclassified assumptions
- Multiple meanings of words
- Jargons
- Technical words

Do Not Write anything in this Portion



47: 3). Organizational barriers -


These occur due to status and position; and structure of the firm.

Elements -

- Corporate culture
- Organizational structure, etc.

4). Socio-culture barriers -

- Difference in perception.
- Difference in attitude.
- Beliefs.
- Values, etc.

5). Personal barriers -  status, attitude, personality, behaviour, etc.

* To overcome these barriers →

- 1). Reduce noise levels
- 2). Listen actively.
- 3). Two-way communication.
- 4). Stable emotional state, etc.

P.T.O.



Section C

Answer-4

Business Letter

Business letter also known as 'Business correspondence'. It facilitates the letters for all those transactions that occur in a business firm.

Such as -

- Letters for purchase or sale of goods.
- Complaint letters, etc.

Features -

- Business letter helps to sell goods and services.
- It helps to bring back lost customers.
- It helps in acquiring new customers.
- It helps in building goodwill.

Do Not Write anything in this Portion



- It is helpful in retaining customers.
- Business letters helps in building professional rapport.

Types of business letters -

- Enquiry letter
- Quotation letter
- Order letter
- Refusal letter.
- Complaint letter, etc.

Elements / Format of business letter.

1. Sender address
2. Date
3. Recipient's name and address
4. Salutation
5. Subject
6. Body
7. Complimentary close
8. Enclosure
9. Signature
10. Post-scripts
11. Identification mark.

P.T.O



Paper Code

FO10303T(A)



14

Enquiry Letter

ABC Ltd.
363/ Noida

03/01/2025

Toravia Pvt. Ltd.
36/43/ Noida.

Dear,

Subject - Enquiry for the price list.

We are eager to know the price list for the cotton and silk clothes of your company. It is to increase business opportunities. We request you to send us the price including-

1. Price for women's sarees and men's shirts
2. Discount (if available).
3. Tax and any other charges.
4. Payment option.

We also request you to tell us if there are any ongoing promotions, coupons etc.

To contact us, you can send a

Do Not Write anything in this Portion






Paper Code

F 0 1 0 3 0 3 T (A)



15

email on  info@gmail.com or contact
me on  7665547. We will be
highly grateful to you. Please feel free
to contact us any time.

Thank You 

XYZ

(Sr. Procurement manager.)



Do Not Write anything in this Portion



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21

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23

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24

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