

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.B.A. LL.B. (FIVE YEARS INTEGRATED LAW COURSE)
(SEMESTER PATTERN) CREDIT SYSTEM
EXAMINATION : MAY - 2026
SECOND - SEMESTER
Sub.: Business Communication (BBLW-25-2005)

Date : 11/05/2026	Total Marks : 60	Time: 10.00 a.m. To 12.30 p.m.
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Instructions: 1) All questions are compulsory.
 2) Figure indicate to the right full marks.

Q. 1. Answer the following question. (15)

A) Elaborate the importance of 7 C's for effective Bussiness communication.

OR

B) Evaluate the nature and characteristics of Bussiness communication.

Q. 2. Answer the following question. (15)

A) Define Presentation Graphics and discuss how they enhance the impact of professional business presentations.

OR

B) Discuss the essential components of a Business Letter, focusing on the letterhead, salutation, body, and complimentary close.

Q. 3. Write Short Notes. (any four) (20)

- a)Rule of Six in Presentation Slides
- b)Two way communication in social madia
- c)Brand equity through Bussiness brouchers
- d)Postures and gestures
- e)Cost effective digital marketing
- f)Significance of problem statement

Q. 4. Answer the following questions. (10)

A) Analyse the role of visual aids in enhancing the clarity of a technical report.

OR

B) Define a Business Report and discuss its importance as a tool for objective organizational analysis.