

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
SRI SRI UNIVERSITY, CUTTACK**

BACHELOR OF BUSINESS ADMINISTRATION

TUTOR MARKED ASSIGNMENT

Course Code: BBC 105

Course Name: Business Communication

Semester: 1st

Academic Year: 2025-26

Session: August 2025

Total Marks: 100

A. Answer any eight questions (essay type). Answer in about 350-500 words each.

(10 X 8 = 80)

1. What are communication barriers? Explain semantic, psychological, organisational and physical barriers in detail.
2. Enlist and explain the five types of formal communication. Give suitable examples for each.
3. Explain verbal and non-verbal communication. Describe the types of non-verbal communication and their significance in business situations.
4. What significance do colours play in logos or in the branding of a business? With reference to your study materials, explain any four colours and give examples.
5. Define Business Ethics. What are some benefits that are achieved through business ethics?
6. Discuss different types of business letters: enquiries, orders, complaints, sales letters and circular letters. Explain the purpose and characteristics of each.
7. What do you understand by group discussion? Why is it considered an important method for assessing a candidate's knowledge, communication abilities, and attitude?
8. What is report writing? Explain its features, importance and the essential components of a well-structured business report.
9. Explain in-detail the five key areas of communication in management.
10. Explain how communication skills can be applied in business settings. Provide examples.

B. Write short notes on any four. Answer in about 150-200 words each.

(5 X 4 = 20)

1. Corporate Social Responsibility
2. Tactile Communication
3. Grapevine Communication
4. Filtering
5. Communicare
6. Cross-cultural Barrier