

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
End-Semester Examinations-2083  
Bachelor of Business Studies (BBS)  
Semester - I

Subject: Applied Business Communications  
Full Marks: 60 Pass Marks: 30

Course Code: BBS112  
Time: 3: 00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: SHORT ANSWER QUESTIONS (5 X 5 = 25 MARKS)**

*Answer any Five questions.*

1. Explain the process of business communication. Describe any five elements involved in the communication process with suitable examples. [1+4]
2. What is non-verbal communication? Explain its any four types with examples. [1+4]
3. Explain the three-step writing process used in professional communication. [5]
4. What is storytelling in communication? Why is storytelling considered an effective tool in business communication? Highlight any two advantages. [2+3]
5. Define ethical communication in business. Explain any two characteristics of ethical business communication and briefly mention why ethical communication is vital for an organization. [1+1+3]
6. What is communication technology? Explain any two modern digital tools used in organizations to enhance communication among the employees. [2+3]

**SECTION B: LONG ANSWER QUESTIONS (2 X 10 = 20 MARKS)**

*Answer any Two questions.*

7. "Effective communication is not possible without overcoming communication barriers." Discuss this statement by analyzing different types of communication barriers and their impact on the communication process. [2+8]
8. Define a memo and explain its importance in organizational communication. Now, imagine you are the coordinator of your company. Your organization is planning a five-day educational tour to various important historical sites of Nepal. Write a memo to all team members informing them about an upcoming meeting regarding this tour. Clearly mention the date, time, venue, and purpose of the meeting. [1+3+6]
9. Define negotiation and explain its importance as a communication skill in professional life. Explain the key steps involved in preparing for a negotiation. Mention any two important principles that help in achieving a successful negotiation outcome. [4+3+3]

**SECTION C: COMPREHENSIVE PROBLEM SOLVING QUESTION (1 X 15 = 15 MARKS)**

*Answer any One questions.*

10. Define proposal. Briefly explain the purpose and importance of proposal in an organization. Suppose you are working as a supervisor in a school. Your school is planning to organize a teacher training program to improve teaching skills, classroom management, and use of modern teaching methods. As a supervisor, prepare a proposal for this program including all the required headings. [1+2+2+10]
11. Explain the purpose of a presentation and describe its key components in a professional presentation setting. Discuss the importance of pre-presentation preparation. Now you are invited to make presentation in a business seminar on any one of the topic "Importance of Small Business," "Digital Marketing in Nepal," or "Youth Entrepreneurship Opportunities." Prepare a brief presentation outline including important headings and summaries in short. [2+2+3+8]

**THE END**