

# **ST. JOSEPH'S COLLEGE OF LAW**

#18, Residency Road, Bengaluru – 560025

**Internal Assessment Examinations – December 2024**

**Class: II BBA LLB**

**Subject: Business Communication**

**Max Marks: 10**

**Time: 1 Hr**

## **Instructions:**

1. Answer **any one** essay type questions from Part A and **any one** short note questions from Part B.
2. Essay type question carries 7 marks and the short note question carries 3 marks.

## **Part A**

**7x 1= 07**

1. Explain the Cultural of communication with examples.

**Or**

2. Elaborate on non - verbal communication with examples.

## **Part B**

**3 x1= 03**

3. Briefly explain the need and importance of communication in business?

**Or**

4. Write a short note on Public Relations.

\*\*\*\*\*