

B.B.A. Semester - 4 (CBCS) Examination
March/April-2026 [NEW COURSE]
Corporate Communication(Foundation)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Que.1(A) Answer the questions. (Any Two) (10)
1. What is the problem that William Morris faces in his work place?
 2. How did the light house keeper's job fall vacant? what is the nature of the job?
 3. What was billy's parents plan for his future? What tips does Alf Agar give Billy?
- Que.1(B) Attempt short notes. (Any one) (04)
1. William Morris
 2. Skavinski.
- Que.2 Answer the questions. (Any Two) (14)
1. Write a brief note on problem solving process.
 2. Write the importance of Adaptability at work place.
 3. What are the benefits of having positive Attitude?
- Que.3 Answer the questions. (Any Two) (14)
1. What is Group Discussion? Give some tips for a successful group discussion.
 2. What is an Interview? Write the types of Interview.
 3. What is the importance of presentation skills? Discuss.
- Que.4(A) Write an Application for the post of Human Resource manager in Nova Handlooms, Chennai. (06)
- Que.4(B) Draft a resume for the post of marketing manager. (08)
- Que.5(A) Turn the sentence in to indirect speech. (07)
1. Rutu said, "she is painting."
 2. I said, "She has eaten the meal."
 3. I said to the teacher, "Please, solve this sum."
 4. Ravi said to Ravina, "where do you want to go now?"
 5. He said, "Mayur, sit still."
 6. They said, " He will come".
 7. He said, "I will read the book".
- Que.5(B) Punctuate the following sentences. (07)
1. what is the name of your school
 2. are you fine
 3. what a fantastic match it was
 4. why are you crying
 5. hurray India won the match
 6. she spent one month in Canada
 7. do your duty
