QP CODE: 22103081

Reg No : ....

Name : ....

BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2022

Second Semester

Bachelor of Business Administration

Core Course - BA2CRT07 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

66BD564E

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Communication.

2. Mention the elements of Communication process.

3. Mention the objectives of Communication.

4. List out three disadvantages of written communication.

5. How can we make use of telephone effectively?

6. What do you mean by intrapersonal communication?

7. Distinguish between listening and hearing.

8. What do you mean by empathic listening?

9. State the meaning of a sales letter.

10. Why memos are written?

11. Name the modern methods used in business communication.

12. What are the advantages of SMS?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Why there is need for Communication in the Organisation?

14. Explain physical and organisational barriers of Communication.

15. Explain Kinesics and Proxemics.

16. Briefly explain how to use grapevine effectively.

17. Discuss the barriers of effective listening.

18. Briefly explain the ways to make listening effective.

19. What is business letter? How can it be made effective?

20. Explain the different format of a business letter.

21. Write out the relative merits and demerits of Teleconferencing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the general principles of effective Communication.

23. Compare the various formal communication channels presently used in business organisations.

24. Draft a general letter of interview to be sent to candidates applying for the post of accounts clerk in your Company.

25. What is E-mail? What are the features of E-mail? Explain it's advantages and disadvantages.

(2×15=30)