



19101701

QP CODE: 19101701

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MAY 2019

Second Semester

Bachelor of Business Administration

Core Course - **BA2CRT07 - BUSINESS COMMUNICATION**

2017 ADMISSION ONWARDS

9754E83C

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What is Communication?
2. What is encoding?
3. What is order?
4. List out four advantages of verbal communication.
5. What are the medias of written communication?
6. What is group communication?
7. Give four importance of listening.
8. Give four ways to make listening effective.
9. What is unsolicited enquiry?
10. What is memo?
11. Give the three features of e-mail.
12. Give the four features of SMS.

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Briefly examine the importance of communication to Business organisation.





14. Discuss and explain need for communication.
15. Write a short note on the following:
 - a) Kinesics
 - b) Proxemics
 - c) Para language.
16. Explain the benefits of informal communication.
17. Explain various types of listening.
18. What are the various barriers in effective listening? How can they be overcome?
19. Write a note on the functions of a business letter.
20. What is full block format of a letter? Explain with example.
21. Analyse the advantages and disadvantages of teleconferencing.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. What do you mean by Communication barriers. Explain how to overcome these barriers.
23. Compare the various formal communication channels presently used in business organisations.
24. Draft a letter of resignation to be sent by Ashok Kumar working as a senior accountant with Vaishali Textiles pvt.ltd. Chennai.
25. Describe the modern trends in communication.

(2×15=30)

