BBA DEGREE (CBCS) EXAMINATION, NOVEMBER 2020

Second Semester

Bachelor of Business Administration

Core Course - BA2CRT07 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

62072DF2

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Write a short note on role of perceptions in Communication.

2. List out the elements of Communication process.

3. What do you mean by 'synergetic environment'?

4. What are the advantages of FAX?

5. What is grapevine?

6. What is one way and two way communication?

7. Define listening.

8. "Cultural differences affect listening."Comment.

9. What is full block format of a letter?

10. What are the functions of a sales letter?

11. Write a brief note on tele conferencing.

12. Write a short note on video conferencing.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss the general importance of Communication.

14. Describe the solutions to overcome different barriers of communication.

15. What do you mean by Verbal Communication? Explain merits and demerits of Oral Communication.

16. Briefly explain Horizontal and Diagonal Communication.

17. Write a short note on the following: a) Intuitive listening b) Empathic listening c) Selective listening.

18. Briefly explain the ways to make listening effective.

19. What is business letter? Why it is needed?

20. Write a notice inviting entries for the company's news bulletin.

21. What do you mean by SMS? State its features and benefits.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. State and describe the objectives of Communication.

23. Discuss the various types of non verbal communication.

24. Write a letter to an applicant for the post of HR manager to present himself for a personal interview.

25. Write the merits and demerits of following forms of communication: 1) Teleconferencing 2) Video conferencing 3) E-mail.

(2×15=30)