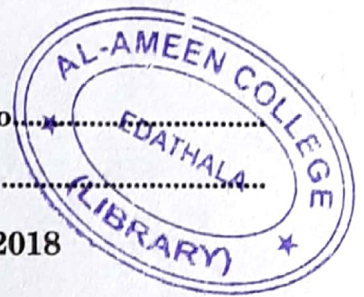


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Reg. No.

Name.....



B.B.A. DEGREE (C.B.C.S.) EXAMINATION, JUNE 2018

Second Semester

Core Course—BUSINESS COMMUNICATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any ten of the following.

Each question carries 2 marks.

1. What is noise communication process ?
2. What is encoding and decoding ?
3. What is Haptics ?
4. What is 7C's of communication ?
5. What is rumors ?
6. Define listening.
7. How does Fax work ?
8. What is egotism ?
9. What is Agenda ?
10. Discuss the characteristics of business report.
11. What is TDMA and CDMA ?
12. What is the use of window envelope ?

(10 × 2 = 20 marks)

Part B

Answer any six of the following.

Each question carries 5 marks.

13. Explain the process of communication.
14. What are the characteristics of non-verbal communication ?
15. Discuss the forms and types of communication.

Turn over

16. Explain the types of listening.
17. Explain the different format of writing a business letter.
18. Draft a letter asking the candidates to appear for an interview for the post of a project manager.
19. Explain the postures and gestures of body language.
20. Write a note on the physical and physiological barriers to effective communication.
21. What do you mean by departmental communication ?

(6 × 5 = 30 marks)

Part C

Answer any two of the following.

Each question carries 15 marks.

22. Explain the new trends in business communication.
23. What do you understand by direct and indirect speech ? Give three examples each of direct and indirect speech.
24. Write a letter to a firm expressing your inability to supply the goods by a stipulated date.
25. Explain the various business etiquettes on the telephone.

(2 × 15 = 30 marks)