

**E 5770**

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Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018**

**Third Semester**

Common Course – BUSINESS COMMUNICATION

(Common for B.B.A and B.B.M.)

(2013 to 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. What is meant by rumour?
2. What is Tele-Conferencing?
3. What is brain storming?
4. What is group decision-making?
5. Define group cohesiveness.
6. What is Diagonal Communication?
7. Define non-verbal communication.
8. What is meant by Empathetic Listening?
9. What is Delphi Technique?
10. What is Y Communication Network?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. Explain the objectives of Communication.
12. Explain upward communication.
13. What is internet? State its application.
14. What are the various levels of listening?
15. What are group norms? State its characteristics.
16. What is meant by posture? How does it affect communication?
17. Differentiate between Oral and Written communication.

**Turn over**

18. Write a short note on Informal Communication.
19. What is a committee? Why are committees formed?
20. What is SMS? What are its advantages?
21. Explain the concept of Horizontal Communication.
22. What is 'Para language'? Why should 'Para language' be used?

(8 × 2 = 16)

### Part C

*Answer any six questions.  
Each question carries 4 marks.*

23. Explain the meaning and types of communication networks.
24. What is downward communication? State the modes of downward communication.
25. What is feedback? Discuss the role of feedback in communication.
26. Explain the elements of communication process.
27. Briefly explain the seven C's of good communication.
28. Explain the barriers to effective communication.
29. Discuss the meaning and features of groups. What type of groups operate in modern organisations?
30. What is a speech? Enumerate at least five occasions for making a speech. Explain the characteristics of good speech.
31. Define E-mail. Why has it attained so much popularity? What are its limitations?

(6 × 4 = 24)

### Part D

*Answer any two questions.  
Each question carries 15 marks.*

32. Define Communication and discuss its features. Explain the role and importance of communication in efficient management of business.
33. What is meant by formal communication? What are its merits and demerits?
34. Explain the barriers to effective listening. How to make listening effective?
35. Discuss the new trends in business communication.

(2 × 15 = 30)