

**E 8629**

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Reg. No.....

Name.....

**B.B.M./B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2019**

**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. Define business communication.
2. What is feedback ?
3. What is meant by formal communication ?
4. What is Wheel Communication Network ?
5. What is SMS ?
6. What is selective listening ?
7. What is Brainstorming ?
8. What is a committee ?
9. What is oral presentation ?
10. What is video conferencing ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. State the main features of communication.
12. Explain the concept of 'grapevine'.
13. Differentiate between horizontal and vertical communication.
14. Explain the terms 'internet', 'intranet' and 'extranet'.
15. State the essentials of effective speaking.

**Turn over**

16. What is the significance of effective listening ?
17. What is e-mail ? State its limitations.
18. Write notes on Formal and Informal groups.
19. What are the various levels of listening ?
20. What is a group ? Mention its features.
21. Write short note on Communication Network.
22. What is upward communication ? How does it take place in an organisation ?

(8 × 2 = 16)

### Part C

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

23. Discuss the elements of communication process.
24. Explain the need for communication in a modern business.
25. Briefly explain the seven Cs of effective communication.
26. Discuss the barriers to effective listening.
27. If you were to deliver a speech at some gathering of executives, how will you organise your presentation ?
28. What is multi-media ? Discuss the role of multi-media in effective communication.
29. "For participating effectively in a group discussion one requires the right combination of speaking and listening skills" Explain.
30. Explain the meaning, nature and importance of non-verbal communication.
31. Offer practical guidelines to develop listening skills among the listeners.

(6 × 4 = 24)

### Part D

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

32. Differentiate between formal and informal communication. Discuss the advantages and disadvantages of informal communication.
33. Discuss the common barriers to effective communication in an organisation.
34. What is downward communication ? When is it used ? What are its merits ? Also state the modes of downward communication.
35. What is group decision-making ? What are its merits and demerits ? Explain various techniques of group decision-making.

(2 × 15 = 30)