



22103149

**QP CODE: 22103149**

**Reg No** : .....

**Name** : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, OCTOBER 2022**

**Second Semester**

B.A English Literature and Communication Studies Model III (Double Main)

**Core Course - EN2CRT06 - BUSINESS COMMUNICATION**

2017 ADMISSION ONWARDS

24BD8502

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Appreciative Listening.
2. Write note on the saying "Time is money".
3. TELEX.
4. What is Socio-psychological barriers in communication?
5. What is Information Technology?
6. Intrapersonal Communication.
7. What is subject line in a formal letter?
8. What is GIF in multimedia?
9. Testimonial (in letters).
10. What is grape vine communication?
11. What is social responsibility in communication?
12. State the media of oral communication.

(10×2=20)





**Part B**

*Answer any **six** questions.*

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

13. What are the limitations of oral communication?
14. Write a short note on role of communication in motivating people.
15. Write a short note on role of communication in motivating people.
16. What are the four types of verbal communication?
17. How does effective communication incorporate the basic elements of communication?
18. Why is communication regarded as the key to success?
19. Explain how even the silent members participate in a discussion.
20. Differentiate between telex and telephone.
21. What is cyber bullying? How do you think you can help your friend from a cyber attack?  
(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. How do you think cross culture communication affect international business? Identify a tool that allows you to measure the impact of culture in international business.
23. "Communication is the lifeblood of business" Explain.
24. How do you think modern technology has changed the face of communication in society? Explain with the help of examples.
25. Evaluate the pros and cons of tik tok among the youth in India. Do you think such advancements in technology will spoil the young generation.  
(2×15=30)

