



(Pages : 2)

G – 1647

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
(Career Related FDP under CBCSS)
BM 1661.5 – BUSINESS COMMUNICATION
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

(10×1=10 Marks)

1. What is a business letter ?
2. What do you mean by Reports ?
3. Define quotation letter.
4. Define minutes.
5. What is meant by External Communication ?
6. Explain the term order letter.
7. What is an Annual Report ?
8. Why is written communication so important in the workplace ?
9. What is a notice ?
10. What is meant by Haptics ?

SECTION – B

Answer **any eight** questions in **one** paragraph. **Each** question carries **2** marks.

(8×2=16 Marks)

11. What are the different types of gestural communication ?
12. Define Olfactics.
13. What are the reasons for downward communication ?
14. Explain Telegraphy.
15. What are the advantages of grapevine communication ?



16. Explain the term chronemics.
17. What do you mean by letter of Enquiry ?
18. Define Interview.
19. What are the demerits of written communication ?
20. Define the term barriers to communication.
21. State the features of Teleconference.
22. What are the tips to create a good impression through a phone call ?

SECTION – C

Answer **any six** questions. Answer should **not exceed one page**. Each question carries **4 marks**. **(6×4=24 Marks)**

23. What are the factors of listening ?
24. What are the objectives of minutes ? Explain the different types of minutes.
25. Discuss the various styles of letter layout.
26. What are the different stages in an interview ?
27. What are the characteristics of a business letter ?
28. Briefly explain how to overcome communication barriers.
29. Explain the principles for writing an enquiry letter.
30. Explain the principles of communication.
31. Discuss in detail the objectives of communication.

SECTION – D

Answer **any two** in **not exceeding four pages each**. Each question carries **15 marks**. **(2×15=30 Marks)**

32. Explain the different channels and methods of communication.
 33. Briefly explain the barriers to communication.
 34. Discuss the common communication network with diagram.
 35. What is a report ? Explain the features of a report.
-

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Elective Course : BM1661.5 – BUSINESS COMMUNICATION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries 1 mark.
(1×10=10 Marks)

- 1) What is communication ?
- 2) Define business communication.
- 3) What is oral communication ?
- 4) Define business letter.
- 5) What is unsolicited enquiry ?
- 6) What is mass communication ?
- 7) Who is the 'sender' in communication ?
- 8) What do you understand by intercom ?
- 9) What is communication channel ?
- 10) What is group communication ?



SECTION - B

II. Answer **any 8** questions. **Each** question carries **2** marks.

(2×8=16 Marks)

- 11) What is downward communication ?
- 12) What is telex ?
- 13) What is a circular letter ?
- 14) What is telephone ?
- 15) What is informal report ?
- 16) What are office circulars ?
- 17) Who is a company secretary ?
- 18) What is internet ?
- 19) What is a quotation letter ?
- 20) What is business report ?
- 21) What is a formal report ?
- 22) What are the responding barriers of communication ?

SECTION - C

I. Answer **any 6** questions. **Each** question carries **4** marks.

(4×6=24 Marks)

- 23) Explain the importance of communication inside an organization.
- 24) What are the encoding barriers of communication ?
- 25) Draft an office circular regarding change in office timings.
- 26) Discuss the need and importance of communication.
- 27) What are the advantages of written communication ?
- 28) What are the advantages of FAX ?

- 29) What is the importance of reports ?
- 30) Explain the descending barriers of communication.
- 31) What are the features of business letters ?

SECTION - D

IV. Answer any 2 questions. Each question carries 15 marks. (15×2=30 Marks)

- 32) Explain the objectives of business communication.
- 33) Explain the characteristics of a good report.
- 34) "Communication is a two way process of exchanging ideas or information between two human beings". Discuss.
- 35) On behalf of your company, write a letter to a bank making a request for opening a current account.