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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017

Third Semester

Common Course—BUSINESS COMMUNICATION

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

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. What is Communication ?
2. What are the process of communication ?
3. What is verbal communication ?
4. What is meant by informal communication ?
5. What do you mean by Listening ?
6. State the need for rehearsal of speeches.
7. What do you mean by Brainstorming ?
8. What is meant by Delphian technique ?
9. State the various free mail providers.
10. What is Teleconferencing ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What are the importance of communication ?
12. What are the barriers to communication ?
13. What are the advantages of formal communication ?
14. What are the importance of non-verbal communication ?

Turn over

15. Mention the merits of grapevine communication in an organisation.
16. What are the different types of listening ?
17. How to make effective listening ?
18. Mention the need for planning the presentation.
19. Explain the features of Group decision-making.
20. How to solve the problems in group decision-making ? State any four measurements.
21. What is meant by feed back ? State its importance in communication.
22. What is SMS ? State its features and significance.

(8 × 2 = 16)

Part C

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

23. Explain 7 c's of communication.
24. Explain the merits and demerits of downward communication.
25. What are the various techniques of upward communication ? Explain.
26. Explain the characteristics of a good speech.
27. What are the principles to be followed in organizing presentation ?
28. State the importance of Brain storming sessions.
29. Mention the merits and demerits of Nominal group technique of decision-making.
30. Explain the merits and demerits of video conferencing.
31. Bring down the principles to be followed by a sender of e-mail.

(6 × 4 = 24)

Part D

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

32. Explain the suggestive measures to overcome the barriers to communication.
33. Discuss the merits and demerits of Horizontal and Diagonal communication.
34. What are the barriers to effective listening ? Give suggestive measurements for effective listening.
35. Explain the advantages and disadvantages of group decision-making.

(2 × 15 = 30)