

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012**Third Semester****Common Course—BUSINESS COMMUNICATION****(Common for B.B.A. and B.B.M.)**

Time : Three Hours

Maximum Weight : 25

Part A (Objective Type)*Answer all questions.**Each bunch of four questions carries a weight of 1.*

- I. 1 The first step in the process of communication is :
- (a) Encoding. (b) Responding.
(c) Idealing. (d) Receiving.
- 2 Feedback is sent to the :
- (a) Channel. (b) Sender.
(c) Decoder. (d) Receiver.
- 3 Legal validity is the advantage of :
- (a) Oral Communication. (b) Written Communication.
(c) Verbal Communication. (d) None of the above.
- 4 Filtering is a process whereby :
- (a) Useless workers are sacked.
(b) Inefficient staff is penalised.
(c) A message is distorted for certain selfish motives.
(d) Flow of information is impeded.
- II. 5 The process of communication is initiated by :
- (a) The listener. (b) The receiver.
(c) The decoder. (d) The encoder.
- 6 Non-verbal channel of communication is known as :
- (a) Rumour. (b) Grapevine.
(c) Sugarcane. (d) All of these.

Turn over

7 Mental turbulence refers to :

- (a) Inability to understand.
- (b) Inability to speak or listen.
- (c) Confusion in the minds of the receiver.
- (d) Confusion in the minds of the sender

8 In empathetic communication it is possible to :

- (a) Probe.
- (b) Interpret.
- (c) Advise.
- (d) Respond to the feelings.

III. 9 Which among these enables you to evaluate the effectiveness of your message ?

- (a) Language.
- (b) Feedback.
- (c) Tone.
- (d) Eye contact.

10 Monologing attitude is :

- (a) Listening technique.
- (b) Listening tool.
- (c) Listening aid.
- (d) Listening barrier.

11 Hierarchy in a company means :

- (a) A panel for promotion.
- (b) Graded levels of employees.
- (c) Formula for calculating bonus.
- (d) Top level management.

12 Which type of barrier arises when words mean different things to different people ?

- (a) Organisational barriers.
- (b) Cultural barriers.
- (c) Semantic barriers.
- (d) Psychological barriers.

IV. 13 Diversity of ideas can occur more in :

- (a) Individual Communication.
- (b) Group Communication.
- (c) Diadic Communication.
- (d) Any form of communication.

14 The best type of listening is :

- (a) Intensive listening.
- (b) Sensitive listening.
- (c) Active listening.
- (d) Projective listening.

15 The major drawback of upward communication is :

- (a) Filtering.
- (b) Faltering.
- (c) Focusing.
- (d) Falling.

16 Order is an example of :

- (a) Upward communication.
- (b) Downward communication.
- (c) The Grapevine.
- (d) Horizontal communication.

(4 × 1 = 4)

Part B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 Define Communication.
- 18 What is Verbal Communication ?
- 19 What is grapevine ?
- 20 Define Listening.
- 21 State the concept of lateral communication.
- 22 What is SMS ?
- 23 What is Video-Conferencing ?
- 24 What is feedback ?

(5 × 1 = 5)

Part C (Short Essay Questions)

*Answer any four questions.
Each question carries a weight of 2.*

- 25 Discuss the process of communication.
- 26 What are the 7Cs of communication ? Explain.
- 27 Discuss the importance of listening.
- 28 What are the characteristics of a good speech ?
- 29 Discuss the recent trends in Business Communication.
- 30 What are the barriers to effective listening ?

(4 × 2 = 8)

Part D (Essay Type Questions)

*Answer any two questions.
Each question carries a weight of 4.*

- 31 Discuss in detail the different types of communication.
- 32 Define Group decision-making. Explain the procedure involved in group decision-making.
- 33 What are the barriers of effective communication ? Explain how these barriers can overcome.

(2 × 4 = 8)