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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)