K24FY 1407 (C)

Reg No:..... Name :.....

## First Semester FYUGP Management Studies Examination NOVEMBER 2024 (2024 Admission onwards) KU1DSCBBA103 (BUSINESS COMMUNICATION) (DATE OF EXAM: 6-12-2024)

<ol> <li>Explain the socio-cultural barriers in communication.</li> <li>How does information overload become a barrier in effective communication?</li> <li>What are the advantages and disadvantages of grapevine?</li> <li>Discuss the advantages and disadvantages of using phone calls as a channel communication in business contexts</li> <li>What are the advantages of face to face communication as a channel</li> <li>Explain the importance of a resume in employment</li> <li>Differentiate between Resume and Curriculum Vitae</li> <li>Part B (Answer any 4 questions, Each carries 6 marks)</li> <li>What is the communication process? Explain various steps involved in the process of communication.</li> <li>What relationship exists between self development and communication?</li> <li>How does noise level impact communication effectiveness</li> <li>What are the advantages of digital communication in today's business environmer</li> <li>Analyse the impact of cultural difference on nonverbal communication</li> <li>Discuss the limitations of written communication</li> <li>Write a business letter in response to a customer enquiry</li> <li>Examine the role of recommendations in business reports in accordance with th objectives of reports</li> <li>What specific elements must be included in a CV staid out in the field of Marketim</li> </ol>	Т	ime	e : 120 min Maximum Marks : '	70
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