



K20U 0340

Reg. No. :

Name :

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS-Supple./
Improv.) Examination, April 2020
(2014-2018 Admissions)**

Core Course

2B03 BBA/BBA (TTM)/BBA (RTM) : BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is communication ?
2. Define attitude.
3. What is an official letter ?
4. What is para language ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is pamphlets ?
6. What is kinetics ?
7. What is semantic barrier ?
8. What is annual report ?
9. What is visual communication ?
10. What is a brochure ?

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. State the principles of effective communication.
12. Explain the importance of communication.
13. Explain the functions of attitude.
14. Explain the features of communication.
15. Explain the functions of business letter.
16. What are the various types of report ?
17. Explain the objects of listening.
18. Explain different media of written communication.

(6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain different form of non verbal communication.
20. Explain the essentials of a good report.
21. Explain the benefits of listening.

(2×8=16)