



K16U 1192

Reg. No. :

Name :

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CCSS – Reg./
Supple./Improv.) Examination, May 2016**

Core Course

**2B03BBA/BBA (TTM)/BBA(RTM) : BUSINESS COMMUNICATION
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the **4** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is communication ?
2. What is decoding ?
3. What is informal communication ?
4. What is diagonal communication ? **(4× $\frac{1}{2}$ =2 Marks)**

SECTION – B

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

5. What is telecommunication ?
6. What is rumour ?
7. What is listening ?
8. What is agenda ?
9. What is motion ?
10. What is CV ? **(4×1=4 Marks)**



SECTION – C

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

11. Explain the advantages of formal communication.
12. Explain the available modes of telecommunication.
13. What are the techniques for improving non-verbal communication skills in the workplace ?
14. What are the objects of listening ?
15. What are the principles of effective minute writing ?
16. What are the purpose of meetings ?
17. Mention the structure of an application letter.
18. What are the factors influencing workplace communication ? **(6×3=18 Marks)**

SECTION – D

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

19. Explain the barriers of communication.
 20. What is non-verbal communication ? Explain the different forms of non-verbal communication.
 21. Explain the structure of a report. **(2×8=16 Marks)**
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