

**E 6136**

(Pages : 3)

Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013**

**Third Semester**

**Common Course—BUSINESS COMMUNICATION**

(Common For B.B.A and B.B.M.)

Time : Three Hours

Maximum Weight : 25

**Part A**

*Answer all questions.*

*Each bunch of four questions carries a weight of 1.*

- I. 1. Which of the following levels of communication is most formal ?  
(a) Intrapersonal. (b) Interpersonal.  
(c) Group. (d) Public.
2. "The ideas for the message originate \_\_\_\_\_.  
(a) Within the channel. (b) Within the feedback.  
(c) Within the environment. (d) Within the speaker.
3. Messages are also sent to the speaker from the listener. These are called \_\_\_\_\_.  
(a) Encoding. (b) Channels.  
(c) Decoding. (d) Feedback.
4. Communication plays a vital role in our day to day life :  
(a) True.  
(b) False.
- II. 5. Body language adds vigor to the process of communication :  
(a) True.  
(b) False
6. Charts, Film slides, transparencies are types of audio aids :  
(a) True.  
(b) False.
7. Written communication is a direct communication :  
(a) True.  
(b) False.

**Turn over**

8. One way communication informs the receiver whereas two way communication is an exchange of information
- (a) True.
  - (b) False.
- III. 9. Communication is only effective if it achieves its intended outcome.
- (a) True.
  - (b) False.
10. Self-reflection, planning, interpreting ideas, and taking time to think are features of intrapersonal communication.
- (a) True.
  - (b) False.
11. Effective managers and leaders achieve a balance between control, motivation, and efficiency when communicating with employees.
- (a) True.
  - (b) False.
12. Knowledge of how to use technology is not as important as the information to which the technology provides access :
- (a) True.
  - (b) False.
- IV. 13. Feedback, an essential part of interpersonal communication, is not considered in Schramm's models of communication.
- (a) True.
  - (b) False.
14. The temporal aspect of context refers to the time of day that the communication took place.
- (a) True.
  - (b) False.
15. Mass communication is the broadest form of communication, and communicates with an organisation's public.
- (a) True.
  - (b) False.
16. Face-to-face communication is the richest type of communication channel.
- (a) True.
  - (b) False.

(4 × 1 = 4)

**Part B**

*Answer any five questions.  
Each question carries Weight 1.*

17. Define communication.
18. What is NOISE ?
19. What is persuasive communication ?
20. What is listening ?
21. What is speech ?
22. What is verbal communication ?
23. What is intrapersonal communication ?
24. What is kinesics ?

(5 × 1 = 5)

**Part C (Short Essay Questions)**

*Answer any four questions.  
Each question carries Weight 2.*

25. Explain the basic principles of effective communication.
26. Explain the flow of communication.
27. Explain the importance of electronic medias of communication.
28. Explain the limitations of nonverbal communication.
29. Explain the different types of listening.
30. Explain the importance of business communication.

(4 × 2 = 8)

**Part D (Essay Type)**

*Answer any two questions.  
Each question carries Weight 4.*

31. Define barriers to communication. Mention the different types of barriers of communication.
32. Explain the importance of Audio visual aids for an effective communication.
33. Explain the various skills required for an effective oral presentation.

(2 × 4 = 8)