

E 3965

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

Third Semester

Common Course—BUSINESS COMMUNICATION

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

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. Define Communication.
2. What is feedback ?
3. What is grapevine communication ?
4. What is Horizontal communication ?
5. What do you mean by effective listening ?
6. What are the two aspect of delivery of speech ?
7. What is Formal Group ?
8. What is Group Cohesiveness ?
9. What is e-mail ?
10. What is Teleconferencing ?

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

11. What are the various elements in communication process ?
12. What are the importance of communication ?
13. State the significance of verbal communication.
14. How can you improve listening skills ?
15. What are the various techniques of upward communication ?
16. What are the advantages of listening ?

Turn over

17. Explain the characteristics of a good speech.
18. Give suggestive measurements for effective listening.
19. What are the Characteristics of Effective Work Groups ?
20. What is Group Building Activities ? State its importance.
21. What are the principles to be followed in organizing presentation ?
22. State the impact of SMS in the present business trend.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the need and objectives of communication.
24. Give suggestive measures to overcome the barriers to communication.
25. What is Brain storming sessions ? State its importance.
26. What are the merits and demerits of Diagonal communication ?
27. Explain the merits and demerits of video conferencing.
28. What are the barriers to effective listening ?
29. What are the factors which affect group decision making ?
30. Explain the advantages and disadvantages of group decision making.
31. State 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 7 c's of communication.
33. Explain the merits and demerits of downward communication.
34. Discuss the merits and demerits of Nomial group technique of decision making.
35. Explain the social impact of new trends in business communication.

(2 × 15 = 30)