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Reg. No.....

Name.....

B.B.M./B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2014

Third Semester

Common Course—BUSINESS COMMUNICATION

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

[2013 Admissions]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Define grape wine communication.
2. What are semantic barriers of communication ?
3. What is brain storming ?
4. What do you mean by channels of communication ?
5. What do you mean by e-mails ?
6. What do you mean by non-verbal communication ?
7. Write short note on group norms.
8. What do you mean by egotism ?
9. What do you understand by conferences ?
10. What is decoding ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Explain the term feedback as used in communication.
12. How can listening be made effective ?
13. What are the reasons for formation of groups ?
14. List out the factors affecting selection of a communication medium.
15. Discuss about the advantages of committees.
16. What are the strategies of group development ?
17. List out the major advantages of video conferencing.
18. Explain the process of communication.

Turn over

19. List out the advantages of informal communication over formal communication.
20. What are the major barriers of listening ?
21. What are the characteristics of a good speech ?
22. Explain group cohesiveness.

(8 × 2 = 16)

Part C

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

23. Discuss about the difference between hearing and listening.
24. How can you make an effective speech ?
25. Distinguish between horizontal and cross communication.
26. Introduce situations where horizontal communication is most suited.
27. Explain how communication is related to decision-making.
28. Differentiate between interpersonal and intrapersonal communication.
29. Write about the essence of communication.
30. What are the different forms of committees formed for taking collective decisions ?
31. Discuss about factors affecting group cohesiveness.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain various classification of communication.
33. How can you make an effective speech ? Illustrate it using an example.
34. Discuss about 7 C's of communication.
35. Discuss about the new trends in communication.

(2 × 15 = 30)