

E 4234

(Pages : 3)

Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012**

**Third Semester**

**Common Course—BUSINESS COMMUNICATION**

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

Time : Three Hours

Maximum Weight : 25

**Part A (Objective Type)**

*Answer all questions.*

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

- I. 1 The first step in the process of communication is :
- |               |                 |
|---------------|-----------------|
| (a) Encoding. | (b) Responding. |
| (c) Idealing. | (d) Receiving.  |
- 2 Feedback is sent to the :
- |              |               |
|--------------|---------------|
| (a) Channel. | (b) Sender.   |
| (c) Decoder. | (d) Receiver. |
- 3 Legal validity is the advantage of :
- |                           |                            |
|---------------------------|----------------------------|
| (a) Oral Communication.   | (b) Written Communication. |
| (c) Verbal Communication. | (d) None of the above.     |
- 4 Filtering is a process whereby :
- |   |  |
|---|--|
| (a) Useless workers are sacked.                         |  |
| (b) Inefficient staff is penalised.                     |  |
| (c) A message is distorted for certain selfish motives. |  |
| (d) Flow of information is impeded.                     |  |
- II. 5 The process of communication is initiated by :
- |                   |                   |
|-------------------|-------------------|
| (a) The listener. | (b) The receiver. |
| (c) The decoder.  | (d) The encoder.  |
- 6 Non-verbal channel of communication is known as :
- |                |                   |
|----------------|-------------------|
| (a) Rumour.    | (b) Grapevine.    |
| (c) Sugarcane. | (d) All of these. |

**Turn over**

7 Mental turbulence refers to :

- (a) Inability to understand.
- (b) Inability to speak or listen.
- (c) Confusion in the minds of the receiver.
- (d) Confusion in the minds of the sender

8 In empathetic communication it is possible to :

- (a) Probe.
- (b) Interpret.
- (c) Advise.
- (d) Respond to the feelings.

III. 9 Which among these enables you to evaluate the effectiveness of your message ?

- (a) Language.
- (b) Feedback.
- (c) Tone.
- (d) Eye contact.

10 Monologing attitude is :

- (a) Listening technique.
- (b) Listening tool.
- (c) Listening aid.
- (d) Listening barrier.

11 Hierarchy in a company means :

- (a) A panel for promotion.
- (b) Graded levels of employees.
- (c) Formula for calculating bonus.
- (d) Top level management.

12 Which type of barrier arises when words mean different things to different people ?

- (a) Organisational barriers.
- (b) Cultural barriers.
- (c) Semantic barriers.
- (d) Psychological barriers.

IV. 13 Diversity of ideas can occur more in :

- (a) Individual Communication.
- (b) Group Communication.
- (c) Diadic Communication.
- (d) Any form of communication.

14 The best type of listening is :

- (a) Intensive listening.
- (b) Sensitive listening.
- (c) Active listening.
- (d) Projective listening.

15 The major drawback of upward communication is :

- (a) Filtering.
- (b) Faltering.
- (c) Focusing.
- (d) Falling.

16 Order is an example of :

- (a) Upward communication.
- (b) Downward communication.
- (c) The Grapevine.
- (d) Horizontal communication.

(4 × 1 = 4)



**Part B**

*Answer any five questions.  
Each question carries a weight of 1.*

- 17 Define Communication.
- 18 What is Verbal Communication ?
- 19 What is grapevine ?
- 20 Define Listening.
- 21 State the concept of lateral communication.
- 22 What is SMS ?
- 23 What is Video-Conferencing ?
- 24 What is feedback ?

(5 × 1 = 5)

**Part C (Short Essay Questions)**

*Answer any four questions.  
Each question carries a weight of 2.*

- 25 Discuss the process of communication.
- 26 What are the 7Cs of communication ? Explain.
- 27 Discuss the importance of listening.
- 28 What are the characteristics of a good speech ?
- 29 Discuss the recent trends in Business Communication.
- 30 What are the barriers to effective listening ?

(4 × 2 = 8)

**Part D (Essay Type Questions)**

*Answer any two questions.  
Each question carries a weight of 4.*

- 31 Discuss in detail the different types of communication.
- 32 Define Group decision-making. Explain the procedure involved in group decision-making.
- 33 What are the barriers of effective communication ? Explain how these barriers can overcome.

(2 × 4 = 8)