

E 2081

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2011

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 4 questions carries a weight of 1.

Fill in the blanks :

- I. 1 The process of conversion of subject matter of communication into symbols is called _____.
- 2 One of the Seven Cs of communication which insists on the climate of belief is _____.
- 3 Repetition of a message to help prevent noise from occurring in a channel is termed as _____.
- 4 Barrier in the language of communication is known as _____.
- II. 5 A worker requesting to grant leave to his superior is an example of _____ type of communication.
- 6 Dyadic communication takes place between _____.
- 7 The part of non-verbal communication which studies facial expressions, gestures, postures, body movements, eye contact etc. is _____.
- 8 The type of communication that originate from the formal organisation structure in _____.
- III. 9 The common habit of people to take notes of the speaker's message is a _____ to listening.
- 10 The three elements of the listening process are awareness, reception and _____.
- 11 If one mistakes silence for listening, the type of listening is called _____ listening.
- 12 Busybee is a type of listener who listens and impresses the speaker by _____.
- IV. 13 Reading aloud an oral report from a prepared manuscript is called _____ speech.
- 14 The opening message in a speech is used to get _____ of the audience.

Turn over

- 15 The group decision making technique which focuses on the quantity rather than the quality of data is _____.
- 16 When one wants to give a detailed information in a quick and cost effective mode and requires an immediate feedback he can use _____.

 $(4 \times 1 = 4)$ **Part B**

Answer any five questions.

Each question carries a weight of 1.

- 17 What is NOISE ?
- 18 Describe grapevine.
- 19 What is an impromptu speech ?
- 20 Explain the role of hearing in listening.
- 21 What is brainstorming ?
- 22 Bring out the importance of SMS in Modern World of Communication.
- 23 What do you mean by "listening by observation" ?
- 24 Discuss the need of diagonal communication in Organisations.

 $(5 \times 1 = 5)$ **Part C**

Answer any four questions.

Each question carries a weight of 2.

- 25 Explain the principles of good listening.
- 26 Write down the psychological barriers to effective communication. How can these be minimised ?
- 27 Discuss the essential ingredients of good oral communication.
- 28 Describe the modern techniques of business communication with examples.
- 29 Bring out the benefits of written communication over Oral Communication.
- 30 Explain the types of non-verbal communication.

 $(4 \times 2 = 8)$

Part D

Answer any two questions.

Each question carries a weight of 4.

- 31 Describe the techniques of effective speech.
- 32 Discuss the barriers in listening.
- 33 A successful organisation employs all forms of communication. Discuss.

(2 × 4 = 8)