

B.B.A./B.B.M. DEGREE (CBCSS) EXAMINATION, NOVEMBER 2010**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 Noise is:
- (a) barrier to oral communication.
 - (b) barrier to written communication.
 - (c) all forms of communication barriers.
 - (d) a type of communication.
- 2 Conversion of subject matter of communication to symbols is called :
- ✓ (a) decoding.
 - (b) feedback.
 - (c) encoding.
 - (d) receiving.
- 3 If the sender or receiver has a problem in language, the barrier that occurs in their communication process is :
- (a) psychological barrier.
 - (b) semantic barrier.
 - (c) personal barrier.
 - (d) organisational barrier.
- 4 Communication barriers can be reduced if :
- (a) organisation policy is clear.
 - (b) communication flows through proper channels.
 - (c) the organisational facilities support free flow of communication.
 - (d) All of these.
- II. 5 Non-verbal channel of communication is known as :
- (a) Sugarcane.
 - (b) Rumour.
 - (c) Grapevine.
 - (d) All of these.
- 6 Order is a form of :
- (a) horizontal communication.
 - (b) lateral communication.
 - (c) upward communication.
 - (d) downward communication.

Turn over

- 7 Communication through the path provided in organisation structure is :
 (a) Informal communication. (b) Collateral communication.
 (c) Horizontal communication. (d) Formal communication.
- 8 For the success of an organisation :
 (a) Formal and informal communication should to exist.
 (b) Formal communication should exist.
 (c) Informal communication should exist.
 (d) No communication.
- III. 9 Which among these is not a principle of good listening ?
 (a) Rapport. (b) Time for discussion.
 (c) Less explanation. (d) Remuneration.
- 10 Monologing attitude is :
 (a) Listening technique. (b) Listening tool.
 (c) Listening aid. (d) Listening barrier.
- 11 Which one is a measure to overcome poor listening habit ?
 (a) Taking notes. (b) Noise.
 (c) Eye contact. (d) Self evaluation.
- 12 Restating in one's own words what the speaker is said is called :
 (a) Paragraphing. (b) Repeating.
 (c) Mimicing. (d) Paraphrasing.
- IV. 13 The group decision-making technique which does not require physical or personal presence of the members of the group is :
 (a) Nominal group. (b) Delphi method.
 (c) Group forming. (d) Group decision.
- 14 A speech without preparation is :
 (a) Extemporaneous speech. (b) Manuscript speech.
 (c) Memorised speech. (d) All of these.
- 15 Advantages of modern communication methods include :
 (a) Accuracy. (b) Speed.
 (c) Cost. (d) All of these.
- 16 Diversity of ideas can occur more in :
 (a) Diadic communication. (b) Individual communication.
 (c) Group communication. (d) Any form of communication.

(4 × 1 = 4)

Part B

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

- 17 Explain communication as a social process.
- 18 What is Grapevine ?
- 19 Differentiate between Hearing and Listening.
- 20 What do you mean by impromptu delivery of speech ?
- 21 Bring out the concept of diagonal communication.
- 22 Describe primary groups.
- 23 Discuss how video conferencing makes communication effective.
- 24 What are semantic barriers ?

(5 × 1 = 5)

Part C (Short Essay Questions)

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

- 25 Describe the process of communication. What are the objectives of business communication ?
- 26 Explain the listening process.
- 27 What is formal communication ? What are its characteristics ?
- 28 Discuss the new trends in business communication.
- 29 Explain the group decision-making procedure.
- 30 Write down the factors to be considered while preparing for a speech.

(4 × 2 = 8)

Part D (Essay Type Questions)

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

- 31 Explain the types of communication. Why are these types important in business ?
- 32 Discuss some techniques for making listening effective.
- 33 What are 7 Cs of communication ? Explain the use of vocal control, pronunciation and physical behaviour in enhancing the effectiveness of a speech.

(2 × 4 = 8)