



QP CODE: 23124482

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, MAY 2023**

Second Semester

Bachelor of Business Administration

Core Course - BA2CRT07 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

DF16CBB7

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Communication?
2. List out the elements of Communication process.
3. How can the message be made courteous?
4. What is verbal communication?
5. List out four limitations of non verbal communication.
6. What is horizontal communication?
7. Write a short note on passive and active listening.
8. Give four ways to make listening effective.
9. What is full block format of a letter?
10. What details do you think should be given in an interview letter?
11. Write a brief note on teleconferencing.
12. What are the advantages of SMS?

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Briefly explain the importance of communication to an individual.
14. Discuss and explain need for communication.
15. List out the different formal communication of grapevine.
16. Briefly explain the merits and demerits of one way communication.
17. Why is the listening important in business communication?
18. Briefly explain the barriers of listening? How can they be overcome?
19. Write a note on the functions of a business letter.
20. Write a notice inviting entries for the company's news bulletin.
21. What is E-mail? What are its advantages and disadvantages?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Describe the various Communication barriers faced by an organisation.
23. Explain various channels used in communication . Write out advantages and limitations of any three of them.
24. Write a sales letter to promote the sale of built in furniture for small flats.
25. Discuss the various modern means of Communication.

(2×15=30)

