

E 1332

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Third Semester

Common Course—BUSINESS COMMUNICATION

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

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. What is encoding ?
2. Define perception.
3. What is listening ?
4. What do you mean by empathy ?
5. What do you mean by SMS ?
6. What do you mean by rehearing ?
7. Conceptualise Delphi techniques of group decision.
8. What do you mean by group dynamics ?
9. Define information overload.
10. Write short note on group structure.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Explain the term face to face communication. What are its merits ?
12. Distinguish between tele-conferencing and video-conferencing.
13. How does a group come into existence ?
14. How can you make a speech effective ?
15. Discuss about the importance of communication.
16. What are the shortcomings of downward communication ?

Turn over

17. List out the major factors affecting group cohesiveness.
18. Discuss about the advantages of committees.
19. Explain the concept of group development.
20. Briefly describe about the objectives of communication.
21. What is lateral communication. List out its objectives.
22. Write short notes on :
 - (i) Inter-personal communication.
 - (ii) Intra-personal communication.

(8 × 2 = 16)

Part C

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

23. Explain the process of communication.
24. Discuss about the barriers of listening.
25. Discuss about the characteristics of a good speech.
26. What are the advantages in having committees for taking group decisions ?
27. Describe the various measures to improve group cohesiveness.
28. Explain the process of making a good presentation.
29. Define a group. What are the advantages and disadvantages of groups.
30. Explain the different types of communication.
31. Briefly explain 7 C's in communication.

(6 × 4 = 24)

Part D

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

32. Explain various media used in communication. What are their merits ?
33. What do you mean by group decision making ? Discuss about the techniques of group decision making.
34. Listening is a key to make communication process meaningful. Discuss about the validity of the statement citing suitable examples.
35. Describe the various barriers to communication. How one can overcome them ?

(2 × 15 = 30)