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Total Number of Pages : 2 AR-19

BBA 1ST SEMESTER EXAMINATIONS (REGULAR), NOV/DEC 2019
102 –BUSINESS COMMUNICATION

Time : 3 Hours

Maximum : 70 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions) 10x1=10 Marks

Q.1. Answer All Questions.

- a Communication is a part of _____ skills.
a) Soft b) hard c) rough d) short
- b The _____ is the person who transmits the message.
a) Receiver b) driver c) sender d) cleaner
- c _____ refers to all these factors that disrupt the communication.
a) Noise, b) nonsense c) nowhere d) nobody
- d Our dress code is an example of _____ communication.
a) Verbal b) nonverbal c) written d) spoken
- e _____ Communication includes tone of voice body language, facial expressions, etc.
a) Nonverbal b) verbal c) letter d) notice
- f Letter, e-mail, telephone are examples of _____
a) Message b) feedback c) channel d) encoding
- g In an office, an employee communicates horizontally with his _____
a) Superiors b) subordinates c) colleagues d) assistant
- h Talking comes under _____ Communication.
a) Nonverbal b) verbal c) written d) dramatic
- i Communication is a non stop _____
a) Paper b) process c) programme d) plan
- j Communication strengthens _____ relationship in an organization.
a) Employer-father b) Employer-Employee c) mother- Employer d) mother-child

PART – B: (Short Answer Questions) 10x2=20 Marks

Q.2. Answer ALL questions

- a What is communication? List the types of communication?
- b Contrast between encoding and decoding?
- c Define barriers in communication?
- d Distinguish between Interpersonal and intrapersonal communication.



- e What is oral communication?
- f What do you understand by topic & give an example?
- g What is AIDA? Explain.
- h Write a note on the process of writing.
- i Differentiate between upward communication and downward communication.
- j What is the tag line message for the product BOOST as given by Sachin Tendulkar.

PART – C: (Short Answer Questions) 4x10=40 Marks

Q3.

- a Comment on the communication as a dynamic process
 - b Explain verbal and non-verbal communication.
- OR
- c Explain the types of barriers in communication.
 - d Compare and contrast between Interpersonal and intrapersonal communication.

Q4.

- a What is speaking Explain the elements and barriers in speaking.
- b Explain the different skills of language and how to improve these skills?

OR

- c Elucidate the different sub skills of reading?
- d Describe the planning considerations for a Conference or Seminar

Q5.

- a Assuming yourself to be the Controller, Software Corporations, prepare an appreciation letter for Mr Sumil who has been working in your company as a software Engineer.
- b Briefly explain Cross Cultural Communication.

OR

- c Discuss in detail the types of listening.
- d Critically explain how can we improve our reading skills?

Q6.

- a Write down the structure of Routine and Persuasive Business message.
- b Describe the features of an effective business E-Mail? State its advantages.

OR

- c Explain the developing strategies for good-news messages. Come up with a catchy, snappy taglines for advertisement.
- d Enumerate common mistakes that we commit while writing persuasive messages.