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GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (First Semester) Examinations, April - 2021
(102 – Business Communication)

Time: 3 hrs.

Maximum: 70 Marks

The figures in the right hand margin indicate marks.

PART – A: (Multiple Choice Questions)**(1 x 10 = 10 Marks)****Q. 1 Answer ALL questions**

- a. Grape-vine communication falls under the type of
(i) Formal communication (ii) Diagonal communication
(iii) In-formal communication (iv) Horizontal communication
- b. The process of ensuring that receiver understanding the message is
(i) Decoding (ii) Encoding
(iii) Feedback (iv) None of the above
- c. An employee transmitting his grievances is called
(i) Downward communication (ii) Upward communication.
(iii) Horizontal communication (iv) None of the above
- d. Marketing manager is informed about a fact during his chat with Accounts manager in a cafeteria is
(i) Horizontal communication (ii) Diagonal communication
(iii) Grapevine communication (iv) Vertical communication
- e. Production manager directing the lift operator telephonically to attend the repair in lift of his department is
(i) Downward communication (ii) Verbal communication
(iii) Upward communication (iv) Diagonal communication
- f. _____ means to pay attention to sound; to hear something with thoughtful attention and to give consideration.
(i) Listening (ii) Hearing
(iii) Both (iv) None
- g. It is a cognitive process that involves decoding symbols to arrive at meaning is called
(i) Listening (ii) Reading
(iii) Writing (iv) All
- h. This is listening to the hurts or pains of another individual and providing support and understanding
(i) Active listening (ii) Content listening
(iii) Critical listening (iv) None of the above
- i. It refers to searching for specific information within a text, where a quick glance is taken to find the relevant information without reading the whole text.
(i) Skimming (ii) Inferencing
(iii) Scanning (iv) Skimming + Inferencing
- j. The following are the guidelines of speaking. Find out the odd one.
(i) Inferencing (ii) Articulation
(iii) Confidence (iv) Accent with modulation

PART – B: (Short Answer Questions)

(2 x 10 = 20 Marks)

Q.2. Answer **ALL** questions

- a. What are all the components of communication process?
- b. State the merits of grapevine communication.
- c. Write the components of language skills.
- d. State the importance of good listening skills.
- e. Distinguish between listening and hearing.
- f. List out the listening skills.
- g. What is voice modulation?
- h. Define reading.
- i. Identify the differences between skimming and scanning.
- j. Specify the steps in writing process.

PART – C: (Long Answer Questions)

(10 x 4 = 40 Marks)

Answer **ALL** questions

- 3.a. Explain briefly about the formal channels of communication. (5)
- b. Draw and describe a flow chart of two-way communication process. (5)

(OR)

- c. Discuss the types of grape-vine communication. (5)
- d. Describe the types of non-verbal communication. (5)

- 4.a. Enumerate the type of listening. (5)
- b. What are all the barriers to listening? (5)

(OR)

- c. How to improve the listening skills? (5)
- d. Dilate the guidelines for improving speaking skills. (5)

- 5.a. Explain the sub-skills of reading. (10)

(OR)

- b. How to improve the reading speed? (10)

- 6.a. What are the guide lines for preparing effective business messages? (10)

(OR)

- b. Explain the features of an effective business emails. (10)

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