

Reg. No.....

Name.....

**B.B.A DEGREE END SEMESTER EXAMINATION OCTOBER/NOVEMBER 2017****SEMESTER –1: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U1CRBBA1: INTRODUCTION TO BUSINESS COMMUNICATION***(Common for Regular 2017 admission and Supplementary/Improvement 2016 admission)*

Time: Three Hours

Max. Marks: 75

**SECTION - A**Answer **all** Questions. Each question carries **1** mark

1. What is communication gap?
2. What do you mean by information?
3. What is email?
4. What is a buffer in communication?
5. Choose the correct word for the italicized part.
  - (a) I have got nothing to do. I am *bored/boring*.
  - (b) She works very hard. It is not *surprising/surprised* that she is always tired.
6. What is horizontal communication? (1 x 6 = 6)

**SECTION – B**Answer **any Seven** questions. Each question carries **2** marks

7. What is suggestion?
8. What is oral communication?
9. What do you mean by communication channels?
10. What is minutes of a meeting?
11. What is selective listening?
12. What is a business report?
13. What is a business proposal?
14. What are formal groups?
15. List out any five materials for presentations?
16. How will you classify business reports? (2 x 7 = 14)

**SECTION – C**Answer **any Five** questions. Each question carries **5** marks

17. What do you mean by notice of the meeting?
18. What is a memorandum?
19. Describe the elements of communication process.
20. What are the advantages of oral communication?

- 21. Describe diagonal communication?
- 22. Describe the different types of listening?
- 23. What is a networking letter?
- 24. What is a PABX system? (5 x 5 = 25)

**SECTION – D**

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

- 25. Write an essay on common employment messages that follow an interview.
- 26. Write notes on the following (a) Information interview (b) Quoting and paraphrasing (c) Drawing a conclusion and developing a recommendation.
- 27. What is Communication? Explain different types of barriers to communication
- 28. Explain the listening process and describe the barriers to effective listening. (15 x 2 = 30)

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