B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER / NOVEMBER 2018

SEMESTER – **1** : BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)
COURSE: **16U1CRBBA1 – INTRODUCTION TO BUSINESS COMMUNICATION**
(For Regular - 2018 Admission and Improvement 2017/ Supplementary 2017, 2016 admissions)

Time: Three Hours   Max. Marks: 75

SECTION - A

Answer **all** Questions. Each question carries 1 mark

1. Define Encoding.
2. What is upward communication?
3. What is Kinesics?
4. Complete these sentences with suitable conjunctions.
   a. I need to work hard ……………I can pass the exam.
   b. …………… he was very ill, he didn't take any medicine.
5. Explain Circulars.
6. Explain grape vine.   (1 x 6 = 6)

SECTION – B

Answer any **seven** questions. Each question carries 2 marks

7. Explain Formal and Informal Communications.
8. What are essentials of business letters?
9. What is a cover letter?
10. Define a solicited application letter.
11. Describe essentials of business letters.
12. What are merits and De-merits of written communication?
13. Describe Channels of communication.
14. Define the principle of candidness.
15. Explain Para language? State its advantages.
16. Explain external communication?   (7 x 2 = 14)

SECTION – C

Answer any **five** questions. Each question carries 5 marks

17. Explain Sign Language?
18. What are the essentials of a Job application?
19. Prepare Circular informing special Concessions by Jasmine Garments.
20. What are contents of a C.V?
21. What are the barriers to Business Communication?

22. What is notice? Explain purpose of notice?
23. Explain types of resume?
24. Describe elements of communication process. (5 x 5 = 25)

SECTION – D

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

25. Explain the layout of a covering letter?
26. Prepare a letter refusing appointment as management trainee in pacific Chemicals Ltd.
27. Explain the structure of a C.V?
28. Explain the principles of effective communication? (2 x 15 = 30)

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