

BBA DEGREE END SEMESTER EXAMINATION OCTOBER 2016**SEMESTER 1: BACHELOR OF BUSINESS ADMINISTRATION (BBA)****COURSE: 16U1CRBBA1 - INTRODUCTION TO BUSINESS COMMUNICATION**

For Regular (2016 Admission)

Time: Three Hours

Max Marks: 75

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

1. What do you mean by channel in communication process?
2. What is communication?
3. List the seven C's of communication?
4. What is formal communication?
5. Choose the correct word for the italicized part.
(a) Are you *interesting/interested* in football?
(b) I was *disaapointed/disappointing* with him.
6. What are the basic divisions of a formal report? (6 x 1 = 6)

SECTION – B**Answer any 7 questions. Each question carries 2 marks**

7. What do you mean by components of communication?
8. What is an order?
9. What is meant by You-attitude?
10. What is non-verbal communication?
11. What is feedback?
12. What is a routine request?
13. What is touching behaviour as understood in communication process?
14. Describe how paragraphs are developed while writing a report?
15. What do you mean by semantics?
16. What are plans? (7 x 2 = 14)

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

17. What is listening?
18. Explain the term agenda.
19. Distinguish between a synopsis and an executive summary.

20. What are the advantages of written communication?
21. Describe the important parts that form the end-part of a report?
22. What is information interview?
23. What is grapevine?
24. Describe some of the features of a good cover-letter. (5 x 5 = 25)

SECTION – D

Answer any 2 questions. Each question carries 15 marks

25. Prepare the agenda for the Annual General Meeting of a company.
26. Write an essay on the objectives of communication.
27. What is Verbal Communication ? Explain different types of verbal communication and their advantages and disadvantages.
28. How will you plan writing a business report? (2 x 15 = 30)
