

B B A DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U2CRBBA6 : BUSINESS COMMUNICATION
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What is communication process?
2. What is "communis"?
3. What is communication style?
4. What is a noun, give examples?
5. What are pronouns? give examples?
6. What is a Memo?
7. What is meant by office circulars?
8. Write any one of the main purposes of a business report?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. How does physiological and gender barriers affect communication?
10. Explain the role of encoding in business communication
11. What is communication theory ?
12. What is the significance of non verbal communication?
13. What is passive voice example
14. What is informal communication?
15. What are statistical studies?
16. What are formal reports?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the role of channels in communication
18. Explain Lasswell's model of communication ?
19. What is oral communication ? Explain with examples.
20. Write a cover letter for the job of a soft skills trainer?
21. Explain the need for letter writing in business correspondence
22. What is the structure of a report?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the factors determining effective communication
24. Explain various steps in communication
25. What is a business report ? Explain the Dos and Don'ts of writing a good business Report.
26. Explain the importance of a cover letter and draft a cover letter to a Resume

(10 x 2 = 20)