

B.B.A. DEGREE END SEMESTER EXAMINATION – OCTOBER 2022
SEMESTER – 1: INTEGRATED MARKETING AND NEW MEDIA
COURSE: 16U1CRBBA1 – INTRODUCTION TO BUSINESS COMMUNICATION
(For Supplementary 2016/2017/2018/2019 admissions)

Time: Three Hours

Max. Marks :75

SECTION - A

Answer all Questions (1 mark each)

1. Define proxemics.
2. Explain diagonal communication.
3. What is meant by non verbal communication?
4. What is two way Communication?
5. Explain memos.
6. What is meant by information? (1 x 6 = 6)

SECTION – B

Answer any 7 questions. (2 marks each)

7. Explain horizontal and vertical communication.
8. Distinguish between a resume and C.V?
9. Explain importance of feedback in Communication Process.
10. Define a unsolicited application letter.
11. What do you mean by informal communication
12. What are merits and De-merits of oral communication?
13. Explain communication process.
14. Define the principle of clarity.
15. Explain the letter of reference.
16. What is internet? What are its features? (2 x 7 = 14)

SECTION – C

Answer any 5 questions. (5 marks each)

17. Describe the essentials of business letters.
18. Evaluate various Communication Theories.
19. Prepare a letter making an offer for sale of coffee drafted by Royal Coffee Works ,
Kottayam to Chandan Coffee Works Cochin.
20. What are contents of a job application letter?

21. Explain informal communication? Discuss its advantages and disadvantages.
22. What is circular? Explain purpose of circular?
23. Evaluate various modern Medias for effective communication.
24. Evaluate scope of effective communication in modern business scenario.

(5 x 5 = 25)

SECTION – D

Answer any 2 questions. Each question carries 15 marks

25. Explain term video conferencing and also state its advantages.
26. Define communication and explain different types of communication.
27. Evaluate relevance of C.V in a job application letter also state its merits.
28. Explain barriers of effective communication and means to overcome the barriers.

(15 x 2 = 30)
