

Reg. No .....

Name .....

23U246

**B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023**

**SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U2CRBBA6: BUSINESS COMMUNICATION**

*(For Regular - 2022 Admission and Improvement / Supplementary – 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Twenty-five students attended reading class during the first term.
2. What is a gender barrier?
3. What do you mean by models of communication?
4. How does language affect business communication?
5. What are formal salutations?
6. Write any one of the main purposes of a business report?
7. What is communication style?
8. There is no death penalty for criminals in Puerto Rico.

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. What is the significance of non verbal communication?
10. What is active voice example?
11. What is upward communication?
12. What is "AIDA"?
13. What is a report?
14. What is the significance of Receiver in communication process?
15. What is formal and informal communication?
16. What are the elements of a cover letter.

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Explain the role of communication in business.
18. What is the need of statistical tools in business communication ?
19. Explain the need for letter writing in business correspondence.
20. Draft a circular.
21. Explain Lasswell's model of communication ?
22. Which are the different modes of written communication ?

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Describe different Theories of Communication.
24. What are the importance of effective communication?

25. Prepare your resume for the job of marketing manager in a company .
26. Prepare a write up about the general nuances of business correspondence.  
**(10 x 2 = 20)**