

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024**SEMESTER 2 - INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U2CRBBA6 - BUSINESS COMMUNICATION**

(For Regular - 2023 Admission and Improvement / Supplementary – 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What are informal salutations?
2. What is emails?
3. What is psychological barrier?
4. Write down different Models of Communication.
5. What is a noun, give examples?
6. Which is transactional model of communication?
7. What is gender barrier?
8. The biting bits of sand dig deeply into the eyes and skin of those caught in its fury.
(1 x 8 = 8)

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

9. What are the guidelines for networking letters?
10. What do you mean by communication process?
11. What are the essentials of good Communication in Business?
12. What is active and passive voice? Give examples?
13. What are statistical studies?
14. What do you mean by theory of communication?
15. What is formal communication?
16. What are the two important words when writing a letter?
(2 x 6 = 12)

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

17. What is a memo, explain in short.
18. What do you understand by physical appearance in a communication?
19. How do you write a letter requesting internship in the company of your choice?
20. How can you use body language for proper communication?
21. What is the structure of a report?
22. Explain Berlo's S-M-C-R Model of communication?
(5 x 4 = 20)

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

23. Briefly explain the styles used in business correspondence.
24. Prepare a write up about the general nuances of business correspondence.
25. What is Osgood-Schramm Model of communication?
26. Explain the factors determining effective communication.
(10 x 2 = 20)