B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 3 : BUSINESS ANALYTICS
COURSE : **23U3CPBBA03 : BUSINESS COMMUNICATION**
(For Regular 2023 Admission)

Time : Three Hours   Max. Marks: 60

PART A
Answer all questions. Each question carries 1 mark

1. What is emails?
2. What is models of communication ?
3. What should you avoid in business correspondence?
4. Change the sentence into reported speech:
   Her Parents asked her: " Why do you want to become a bullfighter?"
5. What is a Acceptance letter?
6. What is feedback?
7. What do you mean by psychological barriers?
8. Explain the term memo ?

(1 x 8 = 8)

PART B
Answer any Six of the following questions. Each question carries 2 marks

9. What is the significance of Receiver in communication process?
10. Write a sample leave letter to a teacher explaining your absence from class?
11. What is formal communication?
12. What do you mean by theory of communication?
13. How does cultural barriers affect business communication?
14. What is active and passive voice? Give examples?
15. What are the essentials of a 'cover letter'?
16. Explain non-verbal communication with the help of examples?

(2 x 6 = 12)

PART C
Answer any four of the following questions. Each question carries 5 marks

17. Why is language skills needed for a manager?
18. What is oral communication ? Explain with examples.
19. How do you write a letter requesting internship in the company of your choice?
20. What is the need of statistical tools in business communication?
21. Explain the features of business report.
22. Elaborate different part of speech with example.

(5 x 4 = 20)

PART D
Answer any two of the following questions. Each question carries 10 marks

23. Elaborate Shannon's model of communication?
24. Explain the procedure to communicate a message effectively?
25. Explain different types of formal communication.
26. Explain the Dos and Don'ts of writing a good business report.

(10 x 2 = 20)