



QP CODE: 24019153



24019153

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, MAY 2024**

Second Semester

Bachelor of Business Administration

Core Course - BA2CRT07 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

DD7055D0

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Communication.
2. List out the elements of Communication process.
3. How can the Communicated message become concise?
4. Give the two benefits and limitations of face to face communication.
5. What is Gossip?
6. What do you mean by intrapersonal communication?
7. Define listening.
8. What is selective listening?
9. What is business letter?
10. What are the various types of employment letter?
11. Write a brief note on teleconferencing.
12. Write a short note on video conferencing.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss the general importance of Communication.
14. What are the various semantic barriers of Communication?
15. Explain Kinesics.
16. What is horizontal communication? Differentiate it with upward and downward communication.
17. Briefly explain the barriers of listening? How can they be overcome?
18. Briefly explain the ways to make listening effective.
19. Explain different types of business letter.
20. Write an office order terminating the services of an employee.
21. Compare the advantages of teleconferencing and video conferencing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. State and describe the objectives of Communication.
23. What do you mean by verbal communication ? Differentiate between oral and written communication.
24. Explain the different parts of a business letter with suitable example.
25. What is E-mail? What are the features of E-mail? Explain it's advantages and disadvantages.

(2×15=30)

