



21103121

QP CODE: 21103121

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
DECEMBER 2021**

**Second Semester**

Bachelor of Business Administration

**Core Course - BA2CRT07 - BUSINESS COMMUNICATION**

2017 ADMISSION ONWARDS

E417AF20

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. State the role of communication skill in every business organisation.
2. Give the meaning of the word 'courteous'.
3. How does culture affect communication?
4. List out three disadvantages of written communication.
5. What is diagonal communication?
6. What is rumors?
7. Distinguish between listening and hearing.
8. What do you mean by active listening?
9. Mention any two objectives of sales letter.
10. What are the various types of employment letter?
11. Mention the four uses of e-mail.
12. Mention the meaning of SMS.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Briefly explain the process of communication.
14. Explain the objectives of communication.
15. What is face to face communication? How can it be made effective? Discuss its advantages and disadvantages.
16. Explain the merits and demerits of two way communication.
17. List out the various barriers of effective listening.
18. How to make listening effective?
19. What are the functions of business letter? How to make business letters effective?
20. Write an office order granting special increment to an employee.
21. Analyse the merits and demerits of video conferencing.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. What is Communication? Discuss the importance of Communication.
23. Briefly explain different types of non verbal communication.
24. What are the different formats of business letter? Give suitable illustration of different format.
25. Explain the new trends in Communication.

(2×15=30)

