



K18U 0521

Reg. No. :

Name :

II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – Reg./
Supple./Imp.) Examination, May 2018
(2014 Admn. Onwards)

Core Course

2B03 BBA/BBA(TTM)/BBA(RTM) : BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $1/2$ mark.

1. What is a Memo ?
2. Who is the 'Sender' in communication ?
3. What is encoding ?
4. What is verbal communication ? (4× $1/2$ =2)

SECTION – B

Answer any 4 questions. **Each** question carries 1 mark.

5. What is Business Communication ?
6. Explain Sign Language.
7. What is non-verbal communication ?
8. What is communication channel ?
9. What is formal communication ?
10. Explain Written Communication. (4×1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain the Business to Business Communication.
12. Explain the advantages of Oral Communication.
13. Explain the objectives of Communication.
14. Explain different forms of oral communication.
15. What is business etiquette ?
16. Differentiate between formal and informal communication.
17. What are the advantages of business letters ?
18. Explain cultural barriers to communication. **(6×3=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What do you mean by communication and what are the needs and significance of communication ?
 20. Explain Barriers to Communication. How we can overcome barriers to communication ?
 21. What is Business Communication ? What are the forms of business communication ? **(2×8=16)**
-