

Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number _____

Course _____ Semester _____

Paper Code _____ Paper Title _____

Type of Exam: _____ (Regular/Back/Improvement)

Important Instruction for students:

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am - 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason

**BACHELOR OF BUSINESS ADMINISTRATION
FIRST SEMESTER
BUSINESS COMMUNICATION
BBA-101**

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Communication is a
 - a. One way process
 - b. two-way process.
 - c. three-way process.
 - d. four-way process.
2. Realizing the potential of the self is part of the
 - a. communication development.
 - b. language development.
 - c. skill development
 - d. personality development.
3. Posters fall under.....communication
 - a. oral.
 - b. visual.
 - c. written.
 - d. spoken.
4. On the..... it is possible to get immediate feedback
 - a. letter.
 - b. telephone.
 - c. e-mail.
 - d. fax.
5. The information the receiver gets is called _____
 - a. message.
 - b. output.
 - c. input.
 - d. source.
6. refers to the special language of a trade.
 - a. jargon
 - b. expression.
 - c. colloquialism.
 - d. suggestion.
7. Communication in an organization should ideally flow _____
 - a. from top to bottom.
 - b. from bottom to top.
 - c. both ways.
 - d. horizontally.
8. Press reports refers to _____
 - a. reports in newspapers.
 - b. reports through letters.
 - c. oral communication.
 - d. written communication.
9. is the main part of the report.
 - a. conclusion.
 - b. recommendations.
 - c. description.
 - d. references.
10. The most important part of the letter is
 - a. the heading.
 - b. date.
 - c. body of the letter.
 - d. post script.

11. The main objective of communication is-
- a. information and persuasion.
 - b. skill and personality development.
 - c. control and management.
 - d. need.
12. The communication cycle, the process of re translation of signals into ideas is called-
- a. encoding.
 - b. decoding.
 - c. response.
 - d. feedback.
13. A memo is an example for-
- a. internal communication.
 - b. external communication.
 - c. lateral communication.
 - d. Written communication.
14. _____ is the process of arriving at agreement through consultation
- a. consensus.
 - b. horizontal.
 - c. vertical.
 - d. upward.
15. A circular is a form of.....
- a. oral communication.
 - b. face-to-face communication.
 - c. group communication.
 - d. visual communication.
16. Business letter must possess the quality of
- a. coherence.
 - b. incompleteness
 - c. faultiness.
 - d. jargons.
17. Effective communication can only be achieved when _____
- a. the audience is understood.
 - b. feedback is encouraged.
 - c. thoughts are organized.
 - d. systematic delivery of speech.
18. The downward communication flow from.....
- a. a subordinate to a superior.
 - b. a subordinate to a subordinate.
 - c. a superior to a superior.
 - d. a superior to a subordinate.
19. Physical Barriers to communication are- _____
- a. Time and distance.
 - b. Interpretation of words.
 - c. Denotations.
 - d. Connotations.
20. Words that have more than one meaning are called as _____
- a. Equivocal terms.
 - b. Jargon.
 - c. Trigger wards.
 - d. Biased language.

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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. What is the role of technology in business today? How does communication technology helps business improve their performance? 10

2. a. Define oral communication. What are the characteristics of effective oral communication? 5+5=10
b. Principles of communication

3. a. What is public speaking? List the points of effective public speaking. 5+5=10
b. You visited a Job Fair organised by Ability Foundation at Chennai recently. You were impressed to see that nearly 55 companies from various sectors such as information technology, telecommunication, electronics etc. offered jobs to the final year students of colleges. As a reporter of 'The Deccan Times', Chennai, prepare a report in 100-125 words. You are Peeyush/Priya.

4. a. What is persuasion? How can one be effectively persuaded? 5+5=10
b. Write a short note on: Agenda and Minutes of the Meetings, Memos.

5. a. "Business Writing is one of the simplest forms of writing". Comment. 5+5=10
b. Describe the Importance of Feedback in communication.

6. a. What is business communication? Discuss the models and process of communication. 5+5=10
b. What is report writing? Discuss qualities of a good report writing?

7. a. Explain the objects, types and barriers of effective listening. 5+5=10
b. What is a resume? Write a resume where you are applying for the post of Assistant Teacher and your name is Clara Williams.

8. a. Discuss the types of business reports. Explain the importance of reports. 5+5=10
b. Explain the essentials of effective communication.

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