

**BACHELOR OF BUSINESS ADMINISTRATION
FIRST SEMESTER [REPEAT]
BUSINESS COMMUNICATION
BBA – 101**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- Realizing the potential of the self is part of the
 - Communication development.
 - Language development.
 - Skill development.
 - Personality development
- A group discussion of a real-life situation with in a training environment is _____
 - Discussion
 - Listening
 - Case study method
 - All of the above
- Communication means ___ information, feeling and thoughts, with others.
 - To receive
 - Exchange of
 - Conveying
 - All the above
- Grapevine communication is associated with the communication
 - Formal
 - Informal
 - Horizontal
 - Vertical
- Lateral communication is between
 - Superior and subordinate.
 - Same cadre of personal
 - Subordinate and superior.
 - Among all
- Horizontal communication flows through _____
 - Face-to-face discussion.
 - Telephonic talk
 - Periodical meeting.
 - All the above
- Gestural communication is a _____
 - Non-Verbal Message
 - Direct conversation
 - oral communication
 - Written
- Physical Barriers to communication are _____
 - Time and distance
 - Interpretation of words
 - Denotations
 - Connotations
- The number of key elements in the communication process is
 - Five
 - Six
 - Seven
 - Four
- The two broad areas of communication are:
 - Oral and written communication
 - Verbal and written communication
 - Verbal and non-verbal communication
 - Oral and non-verbal communication

11. Which of the following combination is /are example/s of written communication?
 - a. Letters and voicemail
 - b. Reports and email
 - c. Circulars and voicemail
 - d. All the above.
12. Orders and directives are the example of:
 - a. Downward communication
 - b. Upward communication
 - c. Diagonal communication
 - d. Horizontal communication
13. Communication between HR manager and salesman is an example of:
 - a. Horizontal communication
 - b. Lateral communication
 - c. Diagonal communication
 - d. Vertical communication
14. Diagonal communication is also known as:
 - a. Cross ward communication
 - b. Horizontal communication
 - c. Vertical communication
 - d. Any of the above
15. _____Communication can be inward or outward:
 - a. Vertical communication
 - b. Horizontal communication
 - c. Internal communication
 - d. External communication
16. The following is (are) non-verbal communication
 - a. Facial expression
 - b. Appearance
 - c. Posture
 - d. All of the above
17. Communication is the task of imparting _____
 - a. Training
 - b. Information
 - c. Knowledge
 - d. Message
18. _____ of the letter consists of main message.
 - a. Heading
 - b. Body
 - c. Greeting
 - d. Closing
19. Goals help us to _____
 - a. Communicate
 - b. Success
 - c. Work
 - d. Motivate
20. Communication through newspapers and television are known as:
 - a. Group communication
 - b. Interpersonal communication
 - c. Mass communication
 - d. None of these

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Define the term business communication. What is the importance of business communication? Mention any five differences between listening and hearing. 5+5=10
2. What do you mean by Noise in Communication Process? What do we mean by verbal communication? What is the difference between active and passive voice? 5+5=10
3. Distinguish between verbal and non-verbal communication. Which non-verbal method of communication do you think is the most important? 5+5=10
4. What are the most important speaking skills in communication? What are the barriers to communications? 5+5=10
5. Briefly explain the various Principles of good listening. Explain the communication model and state the importance of feedback in communication. 5+5=10
6. Explain the Principles of effective oral communication. Describe the various channels of communication. 5+5=10
7. Explain the Dimensions of communication. You are a student researching a company for your business class presentation. Write to Margaret Sims, the public relations director, of the corporation you are researching, and ask for information about her company. 5+5=10
8. Explain the process of communication. 5+5=10
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.

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