



K17U 1064

Reg. No. :

Name :

II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (C.B.C.S.S. – Reg./
Supple./Imp.) Examination, May 2017

Core Course

2B03 BBA/BBA(TTM)/BBA(RTM) : BUSINESS COMMUNICATION
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. What is feedback ?

2. What is decoding ?

3. What is a semantic barrier ?

4. Define attitude.

(4×½= 2)

SECTION – B

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

5. What is salutation ?

6. What is warning letter ?

7. What do you mean by testimonials ?

8. What is annual report ?

9. Write a short note on proxemics.

10. What is para language ?

(4×1= 4)

P.T.O.



SECTION – C

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

11. Explain the process of listening.
12. Describe two-non verbal media of communication.
13. What are the functions of attitude ?
14. Explain the importance of business letters.
15. Explain the functions of communication.
16. Write the essentials of a good report.
17. Discuss the elements of communication.
18. State the principles of effective communication. (6×3= 18)

SECTION – D

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

19. What is layout of a letter ? Explain the layout of business letter.
 20. Explain different types of communication.
 21. Explain modern form of communication. (2×8=16)
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