



K19U 0295

Reg. No. :

Name :

II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree
(CBCSS – Reg./Sup./Imp.) Examination, April 2019
(2014 Admission Onwards)

Core Course

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

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark. (4 \times $\frac{1}{2}$ =2)

1. What is formal communication ?
2. What is Encoding ?
3. What is Agenda ?
4. What is Rumour ?

PART – B

Answer **any four** questions. **Each** question carries 1 mark. (4 \times 1=4)

5. What is Tele Conference ?
6. What is Visual Communication ?
7. What is Minutes ?
8. What is Mass Communication ?
9. What is form letter ?
10. What is Annual report ?

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks. (6×3=18)

11. What are the elements of communication ?
12. State the principles of effective communication.
13. What are the functions of attitude ?
14. State the qualities of a business letter.
15. Enumerate the steps in report writing.
16. Explain the process of listening.
17. What are the various styles of presenting business letters ?
18. What are the purposes of meetings ?

PART – D

Answer **any two** questions. **Each** question carries **8** marks. (2×8=16)

19. What is layout of a letter ? Explain the layout of business letter.
 20. What are the barriers of communication ?
 21. Explain the general procedure for conducting a meeting.
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