



M 8838

Reg. No. :

Name :

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CCSS – 2014 Admn.
– Regular) Examination, May 2015**

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 Agenda ?
2. What is motion ?
3. What is Quorum ?
4. What is Sensing ?

(4× $1/2$ =2)

SECTION – B

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

5. What is feed back ?
6. What is interpersonal communication ?
7. What is verbal communication ?
8. What is teleconference ?
9. What is E-mail ?
10. What is gesture ?

(4×1=4)

P.T.O.



SECTION – C

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

11. Explain the basic form of communication process.
12. What are the functions of communications ?
13. What are the important C's in Communication ?
14. Explain the factors influencing work place communication.
15. Discuss the process of listening.
16. Discuss the various types of meeting.
17. What are the main content of a resume ?
18. Explain the strategic issues relating to effective meetings. **(6×3=18)**

SECTION – D

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

19. Explain the principles of effective communication.
20. Explain different types of communication.
21. Explain the general procedure for conducting a meeting. **(2×8=16)**