

**Q.P. Code – 56310**

**Third Semester B.B.M. Degree Examination,  
October/November 2019**

*(CBCS Scheme)*

**Management**

**BUSINESS COMMUNICATION**

*Time : 1½ Hours]*

*[Max. Marks : 45*

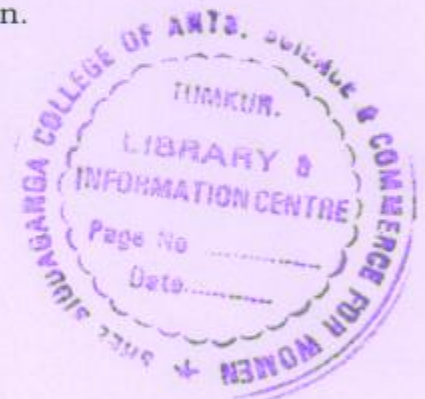
*Instructions to Candidates : Answers should be written in English only.*

**SECTION – A**

1. Answer any **FIVE** of the following. Each sub-question carries **2** marks :

**(5 × 2 = 10)**

- (a) What is communication?
- (b) Mention any four advantages of written communication.
- (c) What is horizontal communication?
- (d) Give the meaning of barriers to communication.
- (e) What do you mean by press note?
- (f) Mention four types of reports.
- (g) Give four examples for non-verbal communication.



**SECTION – B**

- Answer any **THREE** of the following. Each question carries **5** marks :

**(3 × 5 = 15)**

- 2. Explain the objectives of business communication.
- 3. Briefly explain the different medias of communication.
- 4. What are the functions of written communication?
- 5. Explain the audio-visual aids for communication.
- 6. Briefly explain the uses of report.

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**SECTION – C**

Answer any **TWO** of the following. Each question carries **10** marks :

**(2 × 10 = 20)**

7. Explain the characteristic and basic forms of business communication.
  8. Explain the 7 C's of communication.
  9. List the major parts of a business letter and explain them.
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