



SN – 406

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III Semester B.B.M. Examination, Nov./Dec. 2014

BUSINESS MANAGEMENT

3.2 : Business Communication (Prior to 2013-14)

(100 – 12-13 only) (90 – Prior to 12-13) (Repeaters)

Time : 3 Hours

Max. Marks : 100/90

Instructions : 1) Answers should be written **completely in English**.

2) Sections **A, B and C** to be answered by **all repeaters – 90 Marks**.

3) Section **D** to be answered by Students of **2012-13 only – 100 Marks**.

SECTION – A

1. Answer **any 10** sub questions. **Each** sub question carries **two** marks. **(10×2=20)**

- a) What is an appraisal interview ?
- b) State four elements of listening.
- c) Expand VSNL and NOMA.
- d) What is E-mail ?
- e) Give the meaning of non-verbal communication.
- f) Define interview.
- g) What is informal communication ? Give two examples.
- h) What is circular letter ?
- i) Expand W.W.W.
- j) What is jargon ?
- k) What do you mean by attention line ?
- i) What is communication ?

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SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

(5×5=25)

2. Explain the need and importance of business communication.
3. List at least five qualities of an effective interviewer.
4. Describe the role of non-verbal communication.
5. Explain the objectives of a business letter.
6. Explain the seven C's of communication.
7. What are the elements of communication process ?
8. Briefly explain the advantages of communication.

SECTION – C

Answer **any 3** questions. **Each** question carries **15** marks.

(3×15=45)

9. Explain briefly the different types of business letters.
10. What is listening ? How is it significant for individuals and organisation ?
11. What is teleconferencing ? State the advantages of teleconferencing.
12. What points are considered while drafting the circular letter ?
13. Explain the types of communication.

SECTION – D

Answer the following question, carries **ten** marks. (to be answered only by 2012-2013 students)

(1×10=10)

14. The famous footwear centre who has their main sales depot at their factory in Hosur, decided to shift their office to Commercial street, Shivajinagar, Bangalore. Draft a circular announcing the change.
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