Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BC2010 / 17BB2003** | **Duration :** | **3hrs** |
| **Sub. Name:** | **BUSINESS COMMUNICATION** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Discuss the various channels of communication. | CO1 | 10 |
| b. | Discuss the characteristics of a Good Report. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | What are the important barriers in the communication process? | CO1 | 10 |
| b. | Define feedback. Why is it important? | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Explain the objectives of business communication. | CO1 | 10 |
| b. | Discuss in detail the various components of business letters. | CO2 | 10 |
| **(OR)** | | | | |
| 4. | a. | What are the points to be considered while preparing the minutes of meeting? | CO2 | 10 |
| b. | Write any two personalities whom you consider as a good communicator. Why? | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Write few examples for organizational communication and Public communication. | CO3 | 10 |
| b. | Explain the communication process model. | CO1 | 10 |
| **(OR)** | | | | |
| 6. | a. | Discuss the layout of business letters. | CO2 | 10 |
| b. | Good business correspondence promotes a company’s public relations. Justify. | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | State the guidelines to write a memorandum. | CO2 | 10 |
| b. | Define empathy. How does it contribute to the effectiveness of communication? | CO1 | 10 |
| **(OR)** | | | | |
| 8. | a. | Briefly discuss the importance of upward communication. | CO1 | 10 |
| b. | Describe the seven C’s of communication. | CO1 | 10 |
|  | | **Compulsory:** |  |  |
| 9. | a. | Enquire of your suppliers about the price and time of delivery of Raincoats and Overcoats. | CO2 | 10 |
| b. | Describe the positive and negative impacts of information and communication technology. | CO3 | 10 |