

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

II SEMESTER BBA EXAMINATIONS APRIL 2018

BUSINESS COMMUNICATION

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any TEN of the following questions. (10x3=30)

1. Define Business Communication.
2. What is body language? Illustrate with examples.
3. Write any three barriers to effective listening.
4. What is Interview?
5. Differentiate between Verbal and Non-Verbal communication.
6. Discuss the advantages of conferences.
7. Explain Appraisal Interview.
8. Discuss the purpose of writing adjustment letters.
9. What is the objective of circular letters?
10. What is the importance of Reports?
11. Define the term 'Bibliography'
12. What are the different format styles used in the business letters?

SECTION - B

II) Answer any FOUR of the following questions. (4x5=20)

13. Explain briefly the different forms of Communication.
14. Write a note on Psychological Barriers.
15. Discuss in detail the difference between 'Meetings and Conferences'.
16. What are the functions of the Business Letters?

17. What are the essentials of drafting a complaint letter?
18. Discuss Press Reports.

SECTION - C

III) Answer any TWO of the following questions. (2x10=20)

19. Explain briefly the objectives and process of communication.
20. Explain in detail the different types of Interviews.
21. What do you understand by the term 'Reports'? Write the different steps in Business Report Writing.
22. Your newly purchased 'I-Pad' has technical difficulties and you are unable to play or use it. Draft a letter of Complaint to Gautam & Sons Company requesting for a replacement.