

(FOR THE CANDIDATES ADMITTED

23UBM102

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2023
COURSE NAME: B.B.A **MAXIMUM MARKS: 75**
SEMESTER: I **TIME : 3 HOURS**

PART - III
BUSINESS COMMUNICATION
SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.**MULTIPLE CHOICE QUESTIONS.****K1**

1. The term “communication” is derived from the _____.
 a) Communicare b) Communicate c) Communion d) None of the above
2. CC stands for _____.
 a) Carbon copy b) Circular copy c) Combined copy d) Correct copy
3. _____ is duplicate copy of the original letter.
 a) Circulars b) Memo c) Minutes d) None of the above
4. _____ means decisions taken at a meeting.
 a) Notice b) Agenda c) Quorum d) Resolution
5. On the basis of way of expression communication can be classified into _____.
 a) Two b) Four c) Three d) Six

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. **K2**

6. What is Communication?
7. What is business Correspondence?
8. Meaning of Memo.
9. Meaning of Agenda.
10. What is the meaning of audio visual communication?

SECTION – B **(5 X 5 = 25 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. a) Explain the Nature of Communication.
 (OR)
 b) What are ways to overcome the barriers of Communication?
12. a) Explain the types of Resumes.
 (OR)
 b) Discuss the functions of business letter.
13. a) Write a note on secretary notice.
 (OR)
 b) State the objectives and structure of a circular.

(CONTD.....2)

14.a) What is agenda? Explain the advantages of agenda.
(OR)

b) Write a note on alteration of minutes.

15.a) Explain the Character of good Speaker.

(OR)

b) How to effectively participate in group discussions.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

16. a) Briefly Explain the 7'cs of Communication.

(OR)

b) What are the Different types of Communication?

17. a) Explain the types of business letters.

(OR)

b) Write a letter related to the status of order and its delivery.

18. a) Discuss the Difference between circular and notice.

(OR)

b) What are the various types of job Instructions? Explain.

19. a) Explain the various types of business report.

(OR)

b) List out the guidelines for preparing minutes of a meeting.

20. a) What are the various types of group discussion? Explain.

(OR)

b) Elucidate the significance of Audio and Visual Communication.

ETHICAL PAPER