

(FOR THE CANDIDATES ADMITTED

22UBM102

DURING THE ACADEMIC YEAR 2022 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : DECEMBER-2022

COURSE NAME: B. B. A

MAXIMUM MARKS: 50

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 these
2. Spell CC \_\_\_\_\_.  
 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 in \_\_\_\_\_.  
 a) Two    b) Four    c) Three    d) Six

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

6. Explain Communication.
7. Define offers.
8. Interpret Memo.
9. Indicate Agenda.
10. Infer audio visual communication?

**SECTION – B****(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K3**

11. a) List out the Nature of Communication.

**(OR)**

- b) Assess to overcome the barriers of Communication.

12. a) Show the types of Resumes.

**(OR)**

- b) Examine the functions of business letter.

13. a) Show a note on secretary notice.  
**(OR)**  
b) Describe the objectives of circular.

14. a) Interpret agenda and List out the advantages .  
**(OR)**  
b) Show the alteration of minutes.

15. a) Explain the Character of good Speaker.  
**(OR)**  
b) Show how to participate effectively in group discussions.

**SECTION – C** **(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K4&K5**

16. a) Analyse the 7'cs of Communication.  
**(OR)**  
b) Categorise types of Communication.

17. a) Classify the types of business letters.  
**(OR)**  
b) Develop a letter related to the status of order and its delivery.

18. a) Debate the differences between circular and notice.  
**(OR)**  
b) Prioritize the various types of job Instructions.

19. a) Criticize the press reports.  
**(OR)**  
b) Summarise the guidelines for preparing minutes of a meeting.

20. a) Determine the effective participation in group discussion.  
**(OR)**  
b) Elucidate the Audio and Visual Communication.

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