

(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's 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.
