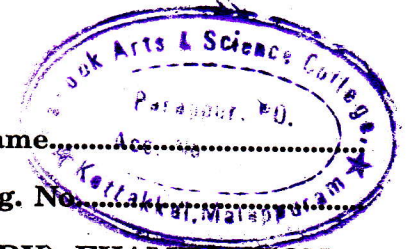


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Name.....

Reg. No.....



**SIXTH SEMESTER B.Com. DEGREE (SUPPLEMENTARY) EXAMINATION  
MARCH/APRIL 2018**

(CCSS—SDE)

**BC 6B 16—BUSINESS COMMUNICATIONS**

Time : Two Hours and Forty-Five Minutes

Maximum : 27 Weightage

*Answer should be written only in English.*

**Part B**

**SECTION A**

*Answer all **nine** questions in one or two sentences each.  
Each question carries a weightage of 1.*

I. Short answer type questions. Answer *all* questions :

- 1 What do you mean by communication ?
- 2 What is horizontal communication ?
- 3 Define interpersonal communication.
- 4 Write a short note on conflicting messages.
- 5 What is listening ?
- 6 What do you understand by a chronological resume ?
- 7 Write a note on board meeting.
- 8 What is business presentation ?
- 9 What do you mean by stress interview ?

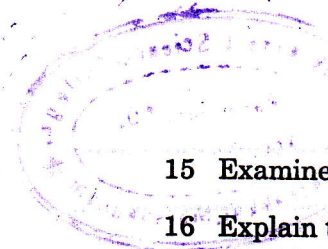
(9 × 1 = 9 weightage)

**SECTION B**

II. Short essay *or* paragraph questions. Answer any *five* questions :

- 10 Explain briefly the importance of internal communication.
- 11 What do you know about transmitting barriers ? Discuss the reasons behind it.
- 12 Differentiate the formal and informal communication.
- 13 State the important factors in the process of exchanging ideas.
- 14 Elucidate the importance of non-verbal communication.

**Turn over**

- 
- 15 Examine the necessary pre-conditions of a valid meeting.
  - 16 Explain the stages to perfecting the presentation.

(5 × 2 = 10 weightage)

**SECTION C**

*Answer any two questions.*

*Each question carries a weightage of 4.*

**III. Essay questions :**

- 17 Examine the objectives of business communication.
- 18 Explain various types of business presentation ?
- 19 Discuss the important barriers of listening.

(2 × 4 = 8 weightage)



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Name.....

Reg. No.....

SIXTH SEMESTER B.Com. DEGREE (UG-CCSS) EXAMINATION, APRIL 2016

(SDE)

BC 6B 16—BUSINESS COMMUNICATION

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

*Answers only in English.*

**Part B**

Section A

*Answer all nine questions in one or two sentences each.*

*Each question carries a weightage of 1.*

1. What is non-verbal communication ?
2. What are the semantic barriers associated with listening process ?
3. What is group discussion ?
4. Define the term impromptu ?
5. What is the role played by a medium in communication ?
6. What is video conferencing ?
7. What do you mean by filtering as used in communication ?
8. Give any four principles to be followed while making a presentation.
9. What do you mean by one to many form of communication ?

(9 × 1 = 9 weightage)

Section B

*Answer any five questions.*

*Answers not to exceed one page each.*

*Each question carries a weightage of 2.*

10. Describe the various advantages and disadvantages of non-verbal communication.
11. Explain the various forms of listening.
12. Differentiate between verbal and non-verbal communication.
13. Explain the various principles of communication.
14. What do you mean by ethical dimensions of communication ? Explain the importance of ensuring ethics in communication.
15. Briefly explain the various types of business meetings.

Turn over



16. Explain the various rules applicable while conducting group discussions.
17. Discuss about presentation effectiveness.
18. Explain the precautions to be taken while conducting a job interview.

(5 × 2 = 10 weightage)

### Section C

*Answer any two questions.*

*Each question carries a weightage of 4.*

19. What do you mean by group decision-making ? Explain the various techniques of group decision-making.
20. Discuss about the process involved in making an effective business presentation.
21. Describe the steps involved in conducting an interview for employment purpose.

(2 × 4 = 8 weightage)



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(Pages : 2)

Name.....

Reg. No.....

**SIXTH SEMESTER B.Com. DEGREE (UG-CCSS) EXAMINATION  
MARCH/APRIL 2015**

(SDE)

Core Course

BC 6B 16—BUSINESS COMMUNICATION

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

*Answer only in English.*

**Part B**

Section A

*Answer all nine questions in one or two sentences each.  
Each question carries a weightage of 1.*

1. Define Message.
2. What do you mean by Oral Communication ?
3. Give two merits of "Grapevine".
4. What is meant by lateral communication ?
5. What is SMS ?
6. What is 'Brain-storming' ?
7. What do you understand by Employment Interview ?
8. What do you means by inside address ?
9. What is a Monologue presentation ?

(9 × 1 = 9 weightage)

Section B

*Answer any five questions.  
Each question carries a weightage of 2.*

10. What are the different types of listening ? Explain.
11. Explain briefly the importance of communication in business.
12. What are the advantages of formal channels of communication ?
13. What are the points to be remembered for making a good sales presentation ?
14. Discuss any four modern means of communication.
15. Briefly explain parts of a business letter.
16. Explain briefly the pre-requisites for effective presentation.

(5 × 2 = 10 weightage)

**Turn over**



## Section C

Answer any **two** questions.

Each question carries a weightage of 4.

17. Discuss in detail the various stages involved in an Information gathering interview.
18. Discuss the important objectives of communication.
19. Write an application to General Manager, Central Stores Ltd., Delhi, for employment as a Sales Manager in the Company.

(2 × 4 = 8 weightage)



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(Pages : 2)

Name.....

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**SIXTH SEMESTER B.Com. DEGREE (U.G.-CCSS) EXAMINATION  
APRIL 2014**

(SDE)

BC 6B 16—BUSINESS COMMUNICATION

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

**Part B**

**SECTION A**

*Answer all questions in one or two sentences.  
Each question carries a weightage of 1.*

1. Define Communication.
2. What do you mean by Encoding ?
3. What is meant by Kinesics ? Give two examples.
4. State the process Involved in Listening.
5. What is an agenda ?
6. What is a resume ?
7. What do you mean by business presentations ?
8. What is a Videophone ?
9. What do you mean by Power Point Presentation ?

(9 × 1 = 9 weightage)

**SECTION B**

*Answer any five questions in not more than one page.  
Each question carries a weightage of 2.*

10. Explain briefly the different types of Psychological barriers to effective Communication ?
11. What is Oral Communication ? State its merits and demerits
12. Discuss the requirements for effective listening.
13. What are the advantages and disadvantages of group discussion ?
14. Briefly explain the different types of meetings conducted by Companies.
15. Discuss the tips for an effective presentation.
16. Write a brief note on Informal Communication.

(5 × 2 = 10 weightage)

**Turn over**



## SECTION C

*Answer any two questions.*

*Each question carries a weightage of 4.*

17. Write an application to the Railway station superintendent for employment as a temporary Ticket Checker.
18. Explain in detail the barriers to Communication.
19. Draft an essay on the role of electronics and technology in the development of Communication system. Illustrate with examples.

(2 × 4 = 8 weightage)