

Q.P. Code : 25142

**Third Semester B.Voc.(IT) Degree Examination,
November/December 2019**

(CBCS – Freshers & Repeaters – 2017-18 and onwards)

Information Technology

Paper BVIT 302 - BUSINESS COMMUNICATION

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answer all the Sections.

SECTION – A

- I. Answer any **TEN** of the following : **(10 × 2 = 20)**
1. Define Business Communication.
 2. State the terms clarity and concreteness in communication.
 3. Differentiate verbal and non-verbal communication.
 4. State formal communication.
 5. Define diagonal communication.
 6. Define Listening.
 7. Write any four characteristic of speech.
 8. What does rehearsing and deliver means in presentation?
 9. Write any four features of group discussion.
 10. What is brain storming?
 11. Write the role of E-mail in communication.
 12. Write the importance of SMS in Business Communications.

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SECTION - B

- II. Answer any **FIVE** questions. (5 × 10 = 50)
13. (a) Explain the process of communication. (5)
(b) Write a note on communication barriers. (5)
14. (a) Explain the various media of communication. (5)
(b) Explain any 5 C's of communication. (5)
15. (a) Explain the various types of listening. (5)
(b) Write a note on planning the presentation. (5)
16. (a) Explain barriers to effective listening. (5)
(b) Write the steps to make listening effective. (5)
17. (a) Write the advantages and disadvantages of group decision making. (6)
(b) Explain nominal group technique. (4)
18. (a) Write a note on organizing the speech. (5)
(b) Write the advantages of video conferencing in business communication. (5)
19. (a) Explain Delphi decision making process. (5)
(b) Write a note on solving problems using a group. (5)
20. (a) Explain the essential features of formal and informal communication. (5)
(b) Discuss the need for new trends in Business Communication. (5)
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