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Reg. No.

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III Semester B.VOC. (IT) Degree Examination, March - 2021

BUSINESS COMMUNICATION

(CBCS Scheme-Fresher & Repeaters 2017-18 Onwards)

Paper : BOI T1-C022

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer all the sections.

SECTION - A

I. Answer any ten of the following :

(10×2=20)

1. Define Communication.
2. What is informal communication?
3. Give the meaning of non-verbal communication.
4. Mention any two objectives of communication.
5. What do the terms concreteness and completeness mean in communication?
6. What is downward communication?
7. Mention any two barriers to effective communication.
8. State the steps involved in presentation.
9. What is brainstorming?
10. What is nominal group technique?
11. Write any four features of speech.
12. Expand SMS.

[P.T.O.]

**SECTION - B**

- II. Answer any Five questions :** (5×10=50)
13. a) Bring out the importance of communication. (5)
b) Explain the process of communication. (5)
 14. a) What are the barriers to effective communication. (5)
b) Explain the different types of communication. (5)
 15. a) Explain any 5cs of communication. (5)
b) Explain the types of listening. (5)
 16. a) State the characteristics of a good speech. (5)
b) What are the barriers to effective listening? (5)
 17. a) What are the advantages of group decision making? (5)
b) Write a note on organising the speech. (5)
 18. a) What is Delphian group technique? (5)
b) Explain the steps involved in making listening effective. (5)
 19. a) Explain the steps involved to make effective presentation. (5)
b) What are the advantages of E-mail communication. (5)
 20. a) Discuss the need for new trends in Business communication. (5)
b) Write the advantages of video conferencing. (5)
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