

**Bachelor of Business Administration  
Annual Examinations – 2006**

**Paper BBAD - 103  
Business Communication**

Time allowed: Three hours

Maximum Marks: 100

**SECTION – I**

Marks

Q1. Attempt all the objective type questions given below. Fill in the blanks. 20X1=20

- i) \_\_\_\_\_ is a two way process.
- ii) On the basis of way of \_\_\_\_\_, communication may be oral or written.
- iii) Communication is a process through which all human \_\_\_\_\_ takes place.
- iv) Interpersonal feedback involves atleast \_\_\_\_\_ persons.
- v) All oral communication problems can be broadly divided into \_\_\_\_\_ groups.
- vi) Groupthink is a phenomenon related to \_\_\_\_\_.
- vii) Assignment interviews serves as \_\_\_\_\_ test situation.
- viii) As a manager your prime responsibility is to get things done through \_\_\_\_\_.
- ix) External barriers, your prime responsibility is to get things done through \_\_\_\_\_.
- x) There are \_\_\_\_\_ links in communication chain from top to bottom.
- xi) Problem of upward communication is caused by \_\_\_\_\_ differences.
- xii) Organisation communication has a flow pattern or a \_\_\_\_\_.
- xiii) Without effective \_\_\_\_\_, a manager can't perform his duty well.
- xiv) The organisation plan of company also affects the volume of \_\_\_\_\_.
- xv) Non – verbal communication includes all \_\_\_\_\_ and \_\_\_\_\_ messages.
- xvi) \_\_\_\_\_ means transaction of symbols etc encoded by sender into idea of understanding.
- xvii) Morale is the \_\_\_\_\_ element that motivates a man to work in the right spirit.
- xviii) \_\_\_\_\_ communication flows from a subordinate to a superior through middle management level along the line.
- xix) \_\_\_\_\_ barriers are those caused by factors other than organisational or personal factors.
- xx) The purpose of feedback is to help the other person do something about his \_\_\_\_\_ and increase its \_\_\_\_\_.

## SECTION – II

Q2. Answer any six questions. All questions carry equal marks i.e 5 marks each 5X6=30

- 1) Explain downward and upward communication.
- 2) Discuss the process of communication what are the various elements involved in communication process.
- 3) What are the problems of verbal communication? Explain.
- 4) What is the difference between a conference & a committee meeting?
- 5) Discuss various types of interviews.
- 6) Explain the function of communication feedback.
- 7) Discuss the role of union in communication.
- 8) Briefly describe formal & informal networks of communication in an organisation.

## SECTION – III

Attempt any five questions in about 200 – 250 words each. All questions carry equal marks. i.e. 10 marks each 10X5=50

- i. Explain how with the development of technologies such as a) e – mail b) Voice mail c) Computer conferencing d) Video Conferencing, the rate of communication is changing in an organisation?
- ii. What is management communication? What kind of communication tends to dominate in mechanistic (formal) organisations? Discuss
- iii. List down ten commandments of good communication. Explain each of them in detail.
- iv. Explain the process of interpersonal feedback. How is feedback made more effective?
- v. How can informal communication contribute to the effectiveness of a group? What can management do to improve group decision – making?
- vi. What are the different steps for interview preparation? What are the important things to check when attending an interview?
- vii. Explain Communication Network. How does a communication network effect performance & satisfaction of a group?