

**BACHELOR OF BUSINESS
ADMINISTRATION I YEAR
EXAMINATION, 2010**

Paper — BBAD-103

BUSINESS COMMUNICATION

Time : 2½ Hours

Maximum Marks : 70

*(Write your Roll No. at the top immediately
on receipt of this question paper.)*

*Answer all Sections as per instructions given in each
Section.*

SECTION -I

Answer ALL question of this Section. (1 × 10 = 10)

Select the correct option from the given alternatives.

1. Communication is made up of a chain of events that can be broken down into five phases.
 - a) Sender, message, channel, receiver, feedback
 - b) Seeker, message, channel, receiver, feedback
 - c) Sender, letter, channel, receiver, feedback
 - d) Sender, message, network, receiver, feedback

P.T.O.

2. Sounds that distract communicators fall into the category of:
 - a) Physical noise
 - b) Psychological noise
 - c) Physiological noise
 - d) None of the above.

3. Informal communication channels are often collectively referred to as:
 - a) Divine
 - b) Vine
 - c) Revive
 - d) Grapevine

4. To overcome communication barriers, it is essential to:
 - i) Know your subject
 - ii) Focus on the purpose
 - iii) Know your audience
 - a) i) only
 - b) i) and ii)
 - c) i) and iii)
 - d) i) , ii) and iii)

5. Four common gestures are:
- a) Emblems, adaptors, regulators, illustrators
 - b) Embellishments, adapters, regulators, illustrators
 - c) Emblems, adaptive, regulators, illustrators
 - d) Emblems, adaptors, regulations, illustrators
6. The _____ listener tunes in to the speaker's total message, both verbal and nonverbal.
- a) Active listening
 - b) Critical listening
 - c) Comprehensive listening
 - d) Discriminative listening
7. The minutes of the meeting should **not** be:
- a) Clear and concise
 - b) Ambiguous
 - c) Impersonal
 - d) In past tense
8. Which of the following factors is/are important when making a speech?
- a) Your topic and presentation
 - b) Your body language
 - c) Receptivity of the audience
 - d) All the above.

9. In letter writing, the deductive approach is generally used when the audience is expected to be:

i) Please

ii) Receptive

iii) Displeased

a) i) and ii)

b) i) and iii)

c) iii) only

d) ii) and iii)

10. A resume is a type of _____ message.

a) routine

b) Argumentative

c) Persuasive

d) Bad news

SECTION - II (6 × 5 = 30)

Answer any SIX questions.

11. Discuss how communication plays a crucial role in the progress of an organization.

12. Discuss advantages and limitations of informal communication.

13. What are the characteristics of effective business communication?
14. Explain the following terms in about 75 words each with reference to managerial communication:
 - i) Decisional role
 - ii) Diagonal communication
 - iii) Open communication climate
15. How can listening improve employee-employer relationship?
16. Differentiate between verbal and non-verbal communication.
17. Explain the process of communication through a diagram depicting the essential components of the process.
18. Discuss any three barriers that lead to miscommunication in an organization.

SECTION -III (3 × 10 = 30)

Answer any THREE questions.

19. Discuss the strategies for bringing about effectiveness in communication for business purpose.

20. Differentiate between formal and informal communication and discuss their advantages and disadvantages.
21. Discuss in detail the various criteria necessary to choose an appropriate technology for business communication.
22. Why has the interview gradually become a very strategic tool of professionally human resource management on the part of the organization? Do you think this change is good? Why or Why not?
23. Do you feel that non-verbal behavior is ambiguous? Explain your answer with a few examples. Name and explain the six categories of facial expressions that we observe during our communication with others.