21U248	(Pages	s: 2) Na	nme:	
			eg. No:	
SECOND SEMESTER			AMINATION, APRIL 2022	
	(CUCBC) (Regular/Supplemen	<i>'</i>		
CC1	7U BCP2 B07 - BUSIN	• •	CATION	
	(Core C			
	(2017 Admiss	ion onwards)		
Time: Three Hours			Maximum: 80 Marks	
	PAR	ТА		
A	nswer <i>all</i> questions. Each	h question carries 1	mark.	
A. Choose the correct a	answer:			
1. Which of the fo	ollowing deals with body	movements?		
a) Proxemics	b) Heptics	c) Kinesics	d) Ocuselics	
2. Which one of the	ne following is the compo	onent of cultural ba	rriers to communication?	
a) Emotions	a) Emotions			
c) Values	c) Values		d) Different language	
3. Telephone is an	example of:			
a) Linear communication		b) Mechanised	b) Mechanised	
c) Circular	c) Circular		d) Non- Linear communication	
4. The process of	creating meaning from a	n individual experie	ence is called:	
a) Encoding	b) Perception	c) Listening	d) Decoding	
5. The handshake	that conveys confidence	is:		
a) Limp	b) Loose	c) Firm	d) Double	
B. Fill in the Blanks:				
6. A type of comm	nunication that flows from	m employees to exe	cutive is called	
7. Legal validity i	s the advantage of			
8. Empathetic liste	ening is also called			
9. Saying "Um" o	r "Uh" during a speech is	s an example of		
10. The	of business letter is calle	ed layout.		
			$(10 \times 1 = 10 \text{ Marks})$	
	PAR	ТВ		
Answ	er any <i>eight</i> questions. E	Each question carries	s 2 marks.	
11. What is a memoral	ο?			
12. What is sales le	etter?			

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- 13. What is an agenda?
- 14. What is meant by non verbal communication?
- 15. What do you know about linguistic barrier to communication?
- 16. What is a task group?
- 17. What is meta communication?
- 18. What is social networking?
- 19. Define communication.
- 20. What do you mean by a report?

 $(8 \times 2 = 16 \text{ Marks})$

PART C

Answer any six questions. Each question carries 4 marks.

- 21. What are the merits and demerits of face to face communication?
- 22. Write about the importance of using visuals in a report.
- 23. Mention briefly the different types of business reports.
- 24. What is the importance of having a business language?
- 25. Give a detailed account on the steps in preparation of a report.
- 26. Discuss the 7 C's in communication.
- 27. Write about the strategic importance of e-communication.
- 28. Explain the objective and characteristics of oral presentation.

 $(6 \times 4 = 24 \text{ Marks})$

PART D

Answer any *two* questions. Each question carries 15 marks.

- 29. Discuss in detail the barriers to communication and how it can be overcome.
- 30. Explain in detail the various types of Business letters.
- 31. "The advent of technology has redefined and redrawn the role of communication in the modern business world". Comment on this statement.

 $(2 \times 15 = 30 \text{ Marks})$
