

SIXTH SEMESTER B.Com. DEGREE (U.G.-CCSS) EXAMINATION
APRIL 2014

(SDE)

BC 6B 16—BUSINESS COMMUNICATION

Time : Two Hours and Forty-five Minutes



**COMMERCE
FACTORY**
Maximum : 27 Weightage

Part B

SECTION A

*Answer all questions in one or two sentences.
Each question carries a weightage of 1.*

1. Define Communication.
2. What do you mean by Encoding ?
3. What is meant by Kinesics ? Give two examples.
4. State the process Involved in Listening.
5. What is an agenda ?
6. What is a resume ?
7. What do you mean by business presentations ?
8. What is a Videophone ?
9. What do you mean by Power Point Presentation ?

(9 × 1 = 9 weightage)

SECTION B

*Answer any five questions in not more than one page.
Each question carries a weightage of 2.*

10. Explain briefly the different types of Psychological barriers to effective Communication ?
11. What is Oral Communication ? State its merits and demerits
12. Discuss the requirements for effective listening.
13. What are the advantages and disadvantages of group discussion ?
14. Briefly explain the different types of meetings conducted by Companies.
15. Discuss the tips for an effective presentation.
16. Write a brief note on Informal Communication.

(5 × 2 = 10 weightage)

Turn over

SECTION C

Answer any two questions.

Each question carries a weightage of 4.

17. Write an application to the Railway station superintendent for employment as a temporary Ticket Checker.
18. Explain in detail the barriers to Communication.
19. Draft an essay on the role of electronics and technology in the development of Communication system. Illustrate with examples.

(2 × 4 = 8 weightage)