



K20U 1914

Reg. No. :

Name :

**III Semester B.B.A. (A.H.)/T.T.M./B.B.A.(T.T.M.) Degree CBCSS (OBE) –
Regular Examination, November 2020
(2019 Admission Only)
GENERAL AWARENESS COURSE
3A12 BBA (AH)/TTM/BBA (TTM) : Business Communication**

Time : 3 Hours

Max. Marks : 40

PART – A

(6×1=6)

Answer all questions.

1. What is communication ?
2. Define agenda.
3. What is business communication ?
4. Mention Interpersonal relations.
5. What do you mean by listening skills ?
6. What are ego states ?

PART – B

(6×2=12)

Answer any six questions.

7. Explain about the process of communication.
8. Define barriers of communication.
9. What do you mean by memorandum ?
10. What do you mean by office orders ?

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11. Define sales letter.
12. What is role play ?
13. Explain about active listening skills.
14. What is transactional analysis ?

PART – C

(4x3=12)

Answer **any four** questions.

15. Explain about the types of communication.
16. How to overcome the barriers of communication ?
17. How to prepare a report ?
18. How to conduct role play ?
19. What are the types of interpersonal relations ?
20. Explain about different ego states.

PART – D

(2x5=10)

Answer **any two** questions.

21. Explain about the 7C's of communication.
22. Define various kinds of Business Letters.
23. What do you mean by Report Writing ?
24. Write an essay on listening skills.