



**Second Semester B.B.M. Examination, June/July 2010**  
**BUSINESS COMMUNICATIONS**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **any five** questions. **Each** carries **2** marks.

1. a) Define communication.
- b) What is grapevine ?
- c) What is feedback ?
- d) What is encoding and decoding ?
- e) State the elements of a communication process.
- f) What is video-conferencing ?
- g) What is non verbal communication ?

**SECTION – B**

Answer **any four** questions. **Each** carries **5** marks.

2. How do you make communication effective ?
3. Why tone is an important factor in Business Communications ?
4. Define listening and speaking.
5. How do you make business meetings effective ?
6. Medium is an important element of communication cycle. Explain.



SECTION – C

Answer **any five** questions. **Each** carries **10** marks.

7. Explain the characteristics of persuasive proposal ? Draft a letter for selling a ready to occupy flat.
8. Which are the road blocks to effective communication ?
9. How does teleconferencing help business increase productivity ?
10. Explain the principles of effective business presentation.
11. Write a report to be submitted to the Government requesting sanction of 1200 acres of land for starting a steel factory in a backward taluk.
12. Explain the principles of writing effective Business letters ?
13. Explain the basic structure of a business report.
14. “Internets and intra nets, emails have revolutionized today’s business communication”. Explain.

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