

Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore-641 043
Bachelor's Degree Examination – NOVEMBER 2017
III Semester

Class : II UG
Major : BBA Tourism

Time :3 hours
Max. Marks: 100

15BTOC11 BUSINESS COMMUNICATION

Part-A

10 x 1=10

Choose the correct answer

1. Communication is process which involves
a. Inability to share ideas b. Sharing of information c. Spics d. Sunting
2. The creator of the idea is the
a. Decoder b. Feedback giver c. Encoder d. Listener
3. A communication from a supervisor to a manager is _____ communication
a. Lateral b. Vertical c. Horizontal d. Etiquette
4. Gossip is a _____ communication
a. Formal b. Grapevine c. Systematic d. Always truthful
5. Poor vocabulary is a _____ Barrier
a. Personal b. Physical c. Semantic d. Functional
6. The catalogue in the letter is part of the
a. Reference b. Body c. Enclosure d. Salutation
7. Which of the following is a characteristic of a good speech?
a. Colour b. Clarity c. Typing d. Letterhead
8. Screening is a type of
a. Speech technique b. PR technique c. Interview technique d. Conference technique
9. Which of the following are a group of people authorised to deliberate on certain issues?
a. Committee b. Team c. Quorum d. Conference
10. Enacting a situation is
a. GD b. Role play c. Team building d. Body language

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

- 11.a. Discuss the importance of effective communication.
(or)
- 11.b. What are the objectives of Communication?
- 12.a. What is horizontal communication? How is it significant in a company?
(or)
- 12.b. How does upward communication aid the feedback system in a company?
- 13.a. What are the different kinds of letters?
(or)
- 13.b. What is a report? Explain.
- 14.a. What are the points to be noted for a good speech?
(or)
14. b. What is a committee? Explain
- 15.a. What do you mean by 'Etiquette'? Explain
(or)
- 15.b. What is a team? How can it be built?

