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(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5D 03—BUSINESS ORGANIZATION AND COMMUNICATION

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define Partnership.
2. What is MN C's ?
3. What do you mean by Business Etiquette ?
4. What is Internal Correspondence ?
5. What do you mean by Private Limited Company ?
6. What is meant by One Man Ownership ?
7. Define Public Enterprises.
8. What is Lateral Communication ?
9. What are Tenders ?
10. What do you mean by Agency Correspondence ?
11. What is Business Communication ?
12. What is Non Verbal Communication ?

(12 × 2 = 24, maximum ceiling 20 marks)

Part B*Answer all questions*

13. State the Objectives of Business Organization.
14. What are the limitations of Sole Proprietorship ?
15. State the meaning and Significance of Business Communication.
16. Write a note on Verbal Communication ?

Turn over

17. What are the Objectives of Public Enterprises ?
18. Explain the significance of Co-operative Organization.
19. What are the different types of Business Communication ?

(7 × 5 = 35, Maximum Ceiling 30 marks)

Part C

Answer any one question.

20. What do you mean by Business Correspondence ? Explain different types of Business Correspondence.
21. Write a note on Sole Proprietorship. Explain the features and limitations of Sole Proprietorship.

(1 × 10 = 10 Marks)