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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

BBA 5D 03—BUSINESS ORGANIZATION AND COMMUNICATION

(2019 Syllabus)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define Sole Proprietorship.
2. Elaborate the term Co-operative organization.
3. What is Business Correspondence ?
4. What do you mean by Business Letter ?
5. What is External Correspondence ?
6. What is Encoding and Decoding ?
7. What is Agency Correspondence ?
8. What is Downward Communication ?
9. What is Quotations ?
10. Explain Insurance Correspondence.
11. What is Verbal Communication ?
12. What do you mean by Business Etiquette ?

(12 × 2 = 24, Maximum Ceiling 20 marks)

Part B*Answer all questions.*

13. What are the Features of Business Organization ?
14. State the Features of Sole Proprietorship.

Turn over

15. Write a note on MNC.
16. Discuss the Barriers of Business Communication.
17. Elaborate the parts of a Business Letter.
18. State the Objectives of Business Communication.
19. Explain the forms of Business Communication.

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

Part C

*Answer any **one** question.
The question carries 10 marks.*

20. What do you mean by Business Communication ? Explain the Channels of Business Communication.
21. Define Public Enterprises. Explain the Significance and Characteristics of Public Enterprises.

(1 × 10 = 10 marks)