

D 30454

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.B.A.

BBA 5D 03—BUSINESS ORGANISATION AND COMMUNICATION

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. What is soft skill in communication ?
2. Define co-operative organization.
3. What do you mean by a notice as a form of communication ?
4. What is sign language ?
5. What do you mean by noise in communication process ?
6. What do you mean by barrier to communication ?
7. What is informal communication ?
8. What is a circular ?
9. Define Partnership.
10. What is a memo ?
11. What is a public enterprise ?
12. What is business correspondence ?

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

Part B*Answer all questions.*

13. Distinguish between verbal and non-verbal communication.
14. Explain the features and importance of business organizations.

Turn over

15. Explain the modern form of communication.
16. Explain the role of channels in business communication.
17. What are the different channels of business communication ?
18. What are the different types of business correspondence ?
19. What are the essentials of a business letter ?

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

Part C

*Answer any **one** question.*

20. What is communication, what are the different types of communication ?
21. What is business ? Explain the different types of business organisations.

(1 × 10 = 10 marks)