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III Semester B.B.A. Degree Examination, March - 2021 BUSINESS ADMINISTRATION

Corporate Communication Skills - I
(CBCS Scheme)

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

Answers should be written completely in English only.

SECTION-A

Answer any Five sub-questions. Each Sub-question carries Two marks. (

 $(5 \times 2 = 10)$

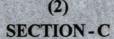
- 1. a) Give the meaning of communication.
 - b) What is reading skill?
 - c) What is Scanning?
 - d) What is communication channel?
 - e) What is communication media?
 - f) What do you mean by whistle blowing?
 - g) What is business letter?

SECTION-B

Answer any Three questions. Each question carries Five marks.

 $(3 \times 5 = 15)$

- 2. Explain the objectives of communication.
- 3. Briefly explain various types of presentations.
- 4. Discuss the features of Push & Pull channel of communication.
- 5. Discuss the importance of ethical communication.





Answer any Three questions. Each question carries Fifteen marks.

 $(3 \times 15 = 45)$

- 6. Explain the communication process in detail.
- 7. Discuss various types of listening.
- 8. Briefly explain various types of communication medium.
- 9. a) Sharada Machine works, Shimoga has received 15 machines from Shree Dealers, Bangalore out of which 4 machines are damaged. Draft a complaint letter asking for favourable reply (7)
 - b) Draft a letter as a manager of Mukund & Co. firmly requesting payment of a bill of Rs.1,00,000 for goods purchased 6 months ago, by making it clear in the letter that if the bill amount is not paid within a week legalaction will be taken against the company for non payment.

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