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Reg. No.

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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. **(5×2=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. **(3×5=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.

[P.T.O.]



(2)
SECTION - C

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Answer any **Three** questions. Each question carries **Fifteen** marks.

(3×15=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 legal action will be taken against the company for non payment. (8)
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