



35321

Reg. No.

--	--	--	--	--	--	--	--	--	--

III Semester B.B.A Degree Examination, March/April - 2022

BUSINESS ADMINISTRATION

Corporate Communication Skills Part-1

(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) What are business letters
- b) Expand the following
 - i) PPT
 - ii) SMS
 - iii) CV
 - iv) WWW
- c) Give the meaning of communication.
- d) What is ethical dilemma?
- e) What is selective listening?
- f) State any four advantages of zoom platform.
- g) What is public speaking?

[P.T.O.]



(2)

35321

SECTION - B

Answer any three questions . Each question carries five marks.

(3×5=15)

2. What are reading skills. Explain its importance.
3. Give a note on the following
 - a) Grapevine communication.
 - b) Whistle blowing.
4. Explain the advantages of business letters.
5. Explain any two types of presentations.

SECTION - C

Answer any three questions. Each question carries fifteen marks.

(3×15=45)

6. Explain the various types of communication.
 7. Explain the advantages and disadvantages of the following.
 - a) Facebook
 - b) Google hangouts (Hangouts)
 - c) Blogosphere
 - d) Skype.
 8. Explain listening barriers. How to overcome these barriers
 9. What is ethical communication? Explain the features of ethical communication. Discuss its advantages.
-