



35321

Reg. No.

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

III Semester B.B.A. Degree Examination, March/April - 2023

**BUSINESS ADMINISTRATION**

**Corporate Communication Skills - I**

*(CBCS Scheme Repeaters 2019 - 20 Batch)*

**Paper : 3.2**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

Answers should be written in English only.

**SECTION - A**

**Answer any Five sub questions. Each sub question carries 2 marks. (5×2=10)**

1. a) Give the meaning of communication.
- b) State any two features of inter personal communication.
- c) What is Reading skill?
- d) What do you mean by departmental meeting?
- e) Define 'Gossip'.
- f) What is business letter?
- g) Give the meaning of letter of inquiry.

**SECTION - B**

**Answer any Three questions. Each question carries 5 marks. (3×5=15)**

2. Briefly explain various types of presentations.
3. Discuss the features of push and pull channel of communication.
4. Explain the purpose of communication.
5. Discuss the importance of ethical communication.

[P.T.O.]





(2)

35321

SECTION - C

Answer any Three questions. Each question carries 15 marks.

(3×15=45)

6. Discuss various types of listening.
7. Explain the stages of communication in detail.
8. Briefly explain various types of communication media.
9. a) Nakoda computers , Belgaum has received 45 computers/laptops from Balaji computers dealer, Bangalore. Out of which 10 laptops are damaged. Draft a complaint letter asking for favourable reply.  
b) Draft a letter as Regional manager of Gokuldas export limited firmly requesting Sony garments for payment of bill of Rs. 50,000/- for goods purchased 4 months ago, by making it clear in the letter that if the bill amount is not paid within a month time, legal action will be taken against the company.

