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transferring thought process.) channels of communication for effectively Learner would be able to apply the various OR

(b) Describe different channels of oral .. 'thought process.) communication for effectively transferring able to apply the various channels of communication. (CO2: Learner would be

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MID SEMESTER EXAMINATION, 2021-22 BUSINESS COMMUNICATION B. B. A. (FIRST SEMESTER)

Time: 1: 30 Hours

Maximum Marks: 50

- Note: (i) Answer all the questions by choosing any one of the sub-questions.
- (ii) Each question carries 10 marks
- 1. (a) Define the term 'communication'. Discuss its need and importance. (CO1: Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)

(b) Describe the process of communication, indicating clearly the role of each

OR

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Define on communication. Also explain

be able to upply the various channels of

communication for effectively grantering

What is listening ? Discuss in detail the

antimization for discrevely transferring

impact and why? (CO2 ::Leaner would

types of listening. (CO2 : Learner would

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2. (a) Explain in detail the 7 C's of with practical knowledge.) communication skills in real corporate able to understand the basic communication. (CO1: Learner would be

to yet anotheoupOR) ills yevenA (i) seight

- corporate with practical knowledge.) basic communication skills in real Learner would be able to understand the (b) Discuss in detail barrier faced by an employee in an organization. (CO1:
- 3. (a) Classify the different channels of communication skills in real corporate communication. (CO1: Learner would be with practical knowledge.) able to understand the basic

(3)

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ations and giting of siOR of bluow manual.

- with practical knowledge.) (b) Differentiate between formal and informal communication skills in real corporate able to understand the basic communication. (CO1: Learner would be
- 4. (a) Specify the different types of communication. Which type is the most common and which has the greatest thought process.) communication for effectively transferring be able to apply the various channels of impact and why? (CO2: Learner would

OR.

- (b) What is listening? Discuss in detail the types of listening. (CO2: Learner would communication for effectively transferring be able to apply the various channels of thought process.)
- 5. (a) Define oral communication. Also explain its importance, nature and scope. (CO2: