



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2024-2025

Programme – BBA-Hons-2023/BBA-Hons-2024

Course Name – Business Communication

Course Code - BBA20002

(Semester II)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify the one which is not an element of communication.
 - a) Sender
 - b) Receiver
 - c) Noise
 - d) Feedback
- (ii) Name the process of encoding in communication
 - a) Decoding the message
 - b) Understanding the message
 - c) Transmitting the message
 - d) Formulating the message
- (iii) Recall the communication model which consists of sender, encoding, channel, decoding, receiver, and feedback.
 - a) Transactional model
 - b) Linear model
 - c) Interactive model
 - d) Complex model
- (iv) Recall which of the following is NOT a channel of communication.
 - a) Verbal
 - b) Non-verbal
 - c) Written
 - d) Internal
- (v) Recall which type of communication is characterized by the exchange of information using spoken or written words.
 - a) Verbal communication
 - b) Non-verbal communication
 - c) Visual communication
 - d) Formal communication
- (vi) Recall which communication model considers communication as an ongoing, dynamic process influenced by feedback.
 - a) Linear model
 - b) Interactive model
 - c) Transactional model
 - d) Complex model

- (vii) Recall the process of decoding in communication called
- a) Understanding the message
 - b) Formulating the message
 - c) Transmitting the message
 - d) Encoding the message
- (viii) Identify which communication model views communication as a two-way interaction between sender and receiver.
- a) Linear model
 - b) Interactive model
 - c) Transactional model
 - d) Complex model
- (ix) Identify which method helps in overcoming physical barriers in communication.
- a) Using appropriate body language
 - b) Emphasizing hierarchy
 - c) Avoiding eye contact
 - d) Speaking softly
- (x) Predict how can physical barriers in communication be minimized.
- a) Using technological aids
 - b) Speaking loudly
 - c) Avoiding gestures
 - d) Ignoring interruptions
- (xi) Identify which approach helps in overcoming semantic barriers.
- a) Using technical jargon
 - b) Encouraging diverse perspectives
 - c) Simplifying the message
 - d) Avoiding feedback
- (xii) Predict what method assists in mitigating language barriers.
- a) Encouraging diversity training
 - b) Using ambiguous language
 - c) Promoting monolingualism
 - d) Providing translation services
- (xiii) Identify which tactic is not helpful in overcoming socio-cultural barriers.
- a) Understanding cultural norms
 - b) Encouraging open-mindedness
 - c) Promoting conformity
 - d) Building rapport
- (xiv) Choose how can social media affect group communication.
- a) By limiting access to information
 - b) By promoting transparency and collaboration
 - c) By discouraging participation
 - d) By increasing face-to-face interactions
- (xv) Show how can social media impact the decision-making process in groups.
- a) By speeding up the process
 - b) By isolating group members
 - c) By reducing the influence of outside opinions
 - d) By facilitating real-time feedback and discussion

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the elements of communication. (3)
3. Explain the concept of receiver in communication. (3)
4. Describe the meaning of message in communication. (3)
5. Define medium in communication. (3)
6. Explain the objective of motivating. (3)

OR

Explain the objective of persuading. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. State the elements of communication and their roles in the communication process. (5)
8. Define communication model and its components. (5)
9. Examine the elements of communication and their significance in effective communication. (5)

10. Describe the various channels of communication and their suitability in different contexts. (5)
11. Explain the role of feedback in the communication process and its significance with example. (5)
12. Explain the characteristics of business communication and explain their importance. (5)

OR

Explain with examples about how do effective communication channels impact organizational efficiency. (5)

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