



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA-Hons-2023

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) 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
 - (iii) 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
 - (iv) 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
 - (v) Identify the principle of communication which violates the use of jargon or technical terms without explanation
 - a) Clarity
 - b) Conciseness
 - c) Courtesy
 - d) Correctness
 - (vi) Identify the primary objective of communication when providing facts or data.
 - a) Persuasion
 - b) Information
 - c) Advice
 - d) Motivation

- (vii) Identify when a manager issues a directive to subordinates, which objective of communication is being fulfilled.
- a) Order and Instruction
 - b) Persuasion
 - c) Motivation
 - d) Education
- (viii) Identify communication aimed at enhancing skills or knowledge falls under which objective.
- a) Persuasion
 - b) Education
 - c) Advice
 - d) Order and Instruction
- (ix) Identify when a manager aims to uplift the spirits of employees during tough times, which objective of communication is utilized.
- a) Advice
 - b) Boosting morale
 - c) Persuasion
 - d) Information
- (x) Identify which communication barrier relates to disturbances in the environment.
- a) Physical barrier
 - b) Semantic barrier
 - c) Language barrier
 - d) Socio-cultural barrier
- (xi) Interpret the purpose of compiling proceedings after a seminar or conference.
- a) To distribute minutes
 - b) To record attendees' names
 - c) To publish papers and discussions
 - d) To schedule the next event
- (xii) Show which of the following is NOT a benefit of using social media in group communication.
- a) Enhanced networking opportunities
 - b) Increased access to diverse perspectives
 - c) Decreased engagement and interaction
 - d) Facilitated information sharing
- (xiii) Choose what is the primary purpose of setting an agenda for a meeting.
- a) To control the discussion
 - b) To limit participation
 - c) To keep the meeting focused and organized
 - d) To exclude certain members from participation
- (xiv) Choose which of the following is NOT a potential effect of social media on group communication.
- a) Increased information sharing and collaboration
 - b) Enhanced transparency and accountability
 - c) Decreased reliance on technology
 - d) Greater reach and accessibility
- (xv) Identify which type of communication takes place when a voice message is sent over a messaging app.
- a) Verbal communication
 - b) Non-verbal communication
 - c) Oral communication
 - d) Written communication

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define medium in communication. (3)
 3. Explain the communication process. (3)
 4. Define the Transactional Communication Model. (3)
 5. Describe barriers to communication. (3)
 6. Explain Group Communication. (3)
- OR
- Explain the standard layout for a business letter. (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. Predict how communication facilitates persuasion. (5)
9. Explain why are minutes important in the context of group meetings and write a sample minutes of the meeting. (5)
10. Discuss how social media influence decision-making processes within groups. (5)
11. State the significance of technological advancements in shaping contemporary communication practices and their implications for businesses. (5)
12. Explain the characteristics of business communication and explain their importance. (5)

OR

Explain the role of feedback in the communication process and its significance with example. (5)
