

Reg No:.....  
Name :.....

K24FY 1407 (C)

**First Semester FYUGP Management Studies Examination**  
**NOVEMBER 2024 (2024 Admission onwards)**  
**KU1DSCBBA103 (BUSINESS COMMUNICATION)**  
**(DATE OF EXAM: 6-12-2024)**

Time : 120 min

Maximum Marks : 70

**Part A (Answer any 6 questions. Each carries 3 marks)**

1. Describe the features of effective Business communication 3
2. Explain the socio-cultural barriers in communication. 3
3. How does information overload become a barrier in effective communication? 3
4. What are the advantages and disadvantages of grapevine? 3
5. Discuss the advantages and disadvantages of using phone calls as a channel of communication in business contexts 3
6. What are the advantages of face to face communication as a channel 3
7. Explain the importance of a resume in employment 3
8. Differentiate between Resume and Curriculum Vitae 3

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. What is the communication process? Explain various steps involved in the process of communication. 6
10. What relationship exists between self development and communication? 6
11. How does noise level impact communication effectiveness 6
12. What are the advantages of digital communication in today's business environment 6
13. Analyse the impact of cultural difference on nonverbal communication 6
14. Discuss the limitations of written communication 6

**Part C (Answer any 2 question(s). Each carries 14 marks)**

15. Write a business letter in response to a customer enquiry 14
16. Examine the role of recommendations in business reports in accordance with the objectives of reports 14
17. What specific elements must be included in a CV stand out in the field of Marketing executive 14