



I Internal Exam 2019-20
BBA-I year
(Business Communication)

Time Allowed: 1:30 Hours Set A Max. Marks: 40

Compulsory to attempt all the questions. All questions carry equal marks.

A. Multiple Choice Questions:-

1 x 10 = 10

- 1 Appeals and representations are used in - Communication.
a) horizontal b) downward c) upward d) grapevine
Ans (c) upward

- 2 The study of communication through touch is
- a) chronemics b) haptics c) proxemics d) semantics
Ans (b) haptics

- 3 The following are non verbal communication
a) facial expression b) appearance c) posture d) all of the above
Ans (d) all of the above

- 4 The handshake that conveys confidence is
a) limp b) firm c) loose d) double
Ans (b) firm

- 5 Communication is task of imparting
- a) training b) information c) knowledge d) message
Ans (b) information

- 6 When working to create and maintain a favorable relationship with a receiver, a sender should
a) do just what the receiver expects
b) impress the receiver by using technical terms
c) stress mutual interests and benefits
d) use positive wordings
Ans (d) use positive wordings

- 7 Which of the following terms best describes the grapevine as communication pattern?
a) diagonal b) informal c) serial d) verbal

Ans (b) informal

- 8 The following are the most effective ways of communication
a) verbal b) non verbal c) written d) all of the above

Ans (c) written

- 9 Interaction between 3 to 12 people who share a common goal, essence of commitment and who attempt to influence one another is known as

- a) business communication b) small group
c) personal group d) rhetorical group

Ans (b) small group

10. Which of these is the external sounds present in the channels of communication?

- a) noise b) semantic problems c) cultural barriers d) over communication

Ans (a) noise

B. Long type question:

- Q1. What is communication. Explain its process in detail. 10

Ans Communication is an important function of management . in simple terms it means the exchange of ideas and information between two or more persons. Communication involves transmission of understanding , through exchange of messages , ideas, facts, opinions, information etc. the transmission of information may be through words , pictures, gestures and actions. It is the vehicle of thought that carries the information from one person to the other. It acts as a lubricant in a business and binds the people together.

Communication means interaction between two or more than two people for exchanging information. It has been derived from the latin word communis which means common . it implies that communication is common in which the other person is able to understand in the same sense and spirit that the communicator intends to convey.

“Communication is an exchange of facts, ideas, opinions or emotions by two or more persons”. W.H. Norman

“Communication is the process of passing information and understanding from one person to another “. Keith Davis.

So communication is the process of exchanging

- Information
- Ideas
- Thoughts
- Feelings
- Emotions through
- Speech
- Signals
- Writing
- Behavior

The process of communication involves the following

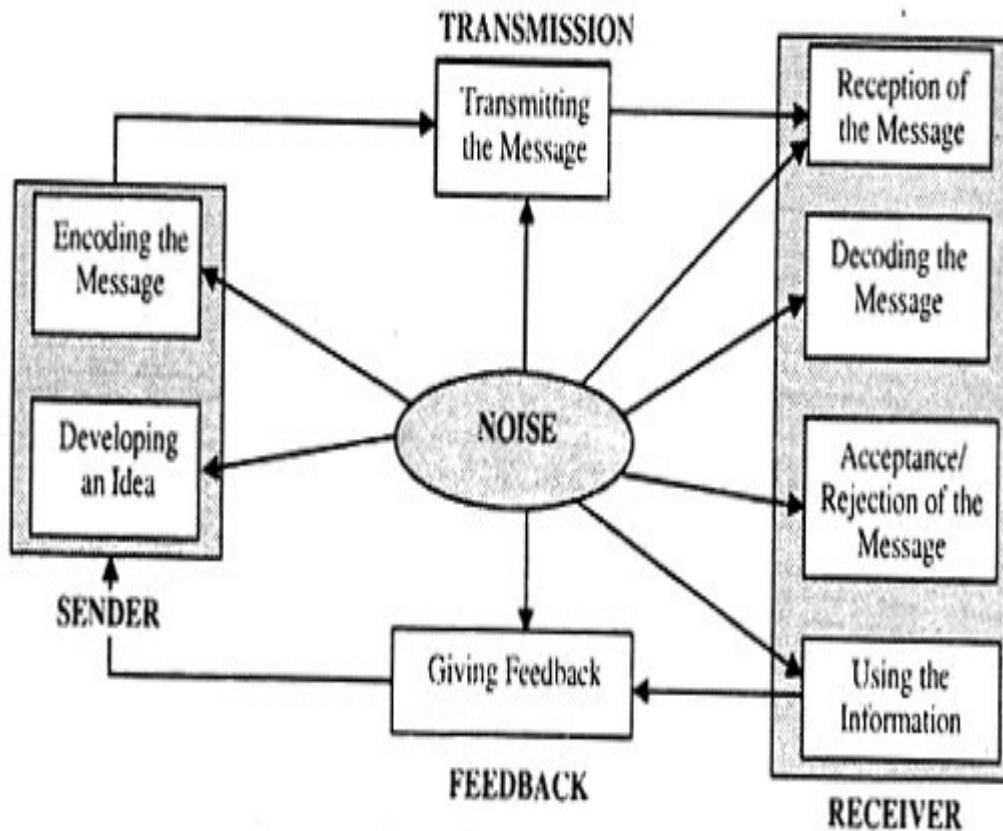
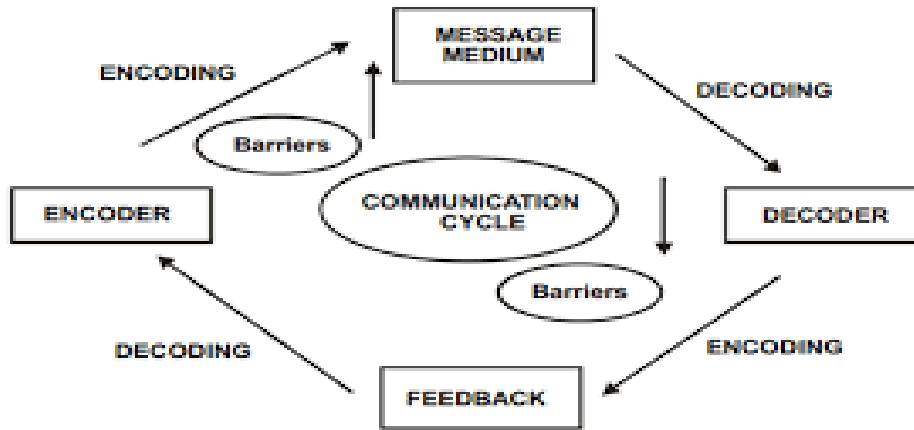


Figure 1.2: The Communication Process



- 1 Sender- the process of communication begins when the sender intends to transmit an idea or information with some meaning to the receiver
- 2 Message- it is the content of ideas, feelings and suggestions to be communicated by the sender to the receiver
- 3 Encoding- this step includes translating the message into a language which reflects the idea. The process is influenced by the content of the message and the facts of the situation
- 4 Media- the message is transmitted through various channels or mediums like email, letters, reports, telephone calls
- 5 Receiver- effective communication always involves the receiver, he is one who has been sent the message by the sender . he should be able to interpret the message as desired by the sender and respond it accordingly
- 6 Decoding- the receiver on receiving the message translates it into meaningful terms.
- 7 Feedback- the receiver responds in the same way. This is feedback through which the sender becomes assured that the message has been properly received and interpreted.
- 8 Noise- anywhere during the process there may be some disturbances which are called Noise. It can occur at any point and could be the resultant of sound disturbance, poor expression etc.

Conclusion: So we can conclude that communication is a vehicle of thoughts that carries informations , helps in sending messages from one person to another person. The basic purpose is to inform , educate and achieve the goals of communication which can be done only when communication is effective. It can be done with the help of sender and receiver so that desired results can be achieved.

Q2 Explain formal communication.Explain its advantages and disadvantages in detail. 10

Ans Formal communication is defined as the process of exchange of ideas or views through officially recognized organizational channels . it is the communication that follows the chain of command and reflects the superior subordinate relationship within the organization . it is basically in the written form but may be oral also. This communication is amongst different employees of an organization due to predetermined relationship in an organization; this communication takes place among employees while carrying out their duties and responsibilities; this pattern of communication is determined as per the process in the structure of the organization.

Formal communication takes place when every employee is on a predefined position or status; this communication is between two positions or status but not between the persons. According to the direction of flow formal communication can be-

1. Downward communication
2. Upward communication
3. Horizontal communication
4. Diagonal communication

Advantages of formal communication

1. It helps in systematic flow of information
2. It helps in fixation of responsibility
3. It helps to maintain control
4. It supports the authority of the superiors
5. It is seen that chain of command is followed
6. There is no scope for rumours

Disadvantages of formal communication

1. It is highly impersonal, as it lacks personal warmth
2. Lot of time element is involved as it is a slow moving process and it follows the official chain of command
3. There is distortion of information

Conclusion: So we can conclude that informal communication only prescribed information are exchanged with proper organizational system which can be upward to downward or from down to top. This communication is a predetermined process which helps in carrying out duties and responsibilities.

Q3 Write note on:

10

- Email-with the help of email a message can be sent from one place to another faster than any other medium. In email messages are sent through computers. It subject matter is prepared by a word processor . this subject matter , message or letter is sent to the receiver with the telephonic network. The message that we have sent is displayed on the computer monitor o f the receiver. In case the receiver is not there at that time, the message is stored in his mail box and the receiver can view it when he connects and opens his mail box.
- Internet- internet is an modern communication medium which creates such a big route for exchange of messages by joining computers through telephones that all information and messages can be sent or received quickly. Internet is made from the two English words international and network which refers to a worldwide system. This is world of internet . the modern society can not even dream without the internet . the uses of internet includes
 1. E commerce
 2. Worldwide web
 3. E banking
 4. Chatroom
 - 5 intranet