

B. VOC. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018
(2017 Admission Regular & 2016 Admission Improvement / Supplementary)
SEMESTER II - COMPLEMENTARY COURSE
(FOOD PROCESSING TECHNOLOGY)
VFP2G04TB – BUSINESS COMMUNICATION

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. Define communication.
2. What is meant by diagonal communication?
3. What is a group?
4. Define team.
5. What is video conferencing?
6. Define non verbal communication.
7. What do you mean by horizontal communication
8. What is Decoding?
9. What do you mean by teleconferencing?
10. What is Voice mail?

(10 × 1 =10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. What is Brain storming session?
12. Explain the need of communication
13. What are the Medias of oral communication?
14. What are the advantages of teleconferencing?
15. Differentiate between grapevine and rumour.
16. What is intuitive listening?
17. What are advantages of verbal communication?
18. What are the various types of presentations?
19. What are the various types of group?
20. What is group dynamics?
21. What is formal communication?
22. State the importance of downward communication?

(8 x 2 = 16)

PART C

III. Answer any six questions. Each question carries 4 marks

23. Highlight the characteristics of a Group.
24. Discuss the process of communication
25. What are the various factors affecting presentations?

26. List down the various ways to overcome nervousness during speech.
27. What are the various steps for better listening?
28. What are the semantic barriers in communication?
29. What are the features of SMS?
30. Discuss the 7 C"s of communication.
31. Explain the process of listening.

(6 × 4 = 24)

PART D

IV. Answer any two questions. Each question carries 15 marks

32. Explain the different types of listening also mention the Barriers to effective listening
33. Discuss in detail the different directions of communication.
34. What is group decision making? Discuss the negative aspects of group decision making.
35. "Brevity is the soul of wit." comment on this in the context of effective communication.

(2 × 15 = 30)