

**TB222590W**

**Reg. No : .....**

**Name : .....**

**BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**

**2022 Admissions Regular & 2021 Admissions Supplementary / Improvement And 2020, 2019 And 2018 Admissions  
Supplementary**

**SEMESTER II - CORE COURSE ( INTERNATIONAL BUSINESS )**

**MS2B06B18 - BUSINESS COMMUNICATION**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. State the meaning of 'external communication'.
2. List any four barriers to communication.
3. Which model of communication looks at communication as a social interaction where there is a mutual sharing of signs?
4. write a note on proxemics.
5. List any four non verbal communication types.
6. List any four barriers to listening.
7. Explain the concept of listening.
8. Discuss the concept of networking letters. Why is it important in an organizational context?
9. Name any three major organizational correspondence one might need to make.
10. Discuss any one barrier of cross cultural communication with an example.
11. Give two features of a collective culture.
12. What is individualism? Give an example of an individualistic culture.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Credibility and courtesy are equally important in communication – Explain.
14. Discuss the process of communication in detail.
15. Define resume. Give its format contents.
16. Explain the concept of body language? Which field of science deals with body language? Discuss the different elements of body language with examples.
17. While communicating, it is not only your words that matters – Do you agree? Explain.
18. Discuss the need and importance of good listening. List the different types of listening.
19. Write a letter to the principal of your college seeking permission to conduct an inter college fest in the campus.
20. Discuss in detail how companies address the issues of cross cultural communication using an example
21. Define cross cultural communication. How can you improve cross cultural communication?

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. One needs to follow certain universal principles while communicating. What are they? Explain using examples.

23. Communication can happen with or without words - Do you agree? Discuss the statement in the light of the different types of communication you are aware of.
24. Write a circular motivating your employees to contribute to the flood relief initiatives of the organization.
25. Suggest some tips to be kept in mind while engaging in cross cultural communication – Discuss in detail.