

TV222520W

Reg. No :

Name :

B. Voc. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

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

SEMESTER II - GENERAL COURSE (For FOOD PROCESSING TECHNOLOGY)

VFPT2G04B18 - BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Explain the importance of communication to business.
2. What are the 4'Ss of communication?
3. Explain chronemics.
4. Explain the role of surroundings in communication.
5. What is meant by gestures?
6. What is artifactual communication?
7. What is meant by emphatic listening?
8. What is meant by faulty assumptions?
9. What are the advantages of the nominal group technique?
10. Recite group decision-making.
11. What is a cross-functional group?
12. Describe the world wide web.

Part B

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

(6x5=30)

13. Explain the communication process.
14. Explain sign language.
15. Explain the concept of grapevine.
16. Distinguish between groups and teams.
17. What are the advantages and disadvantages of oral communication?
18. Explain in detail the listening process.
19. Describe the term listening.
20. Describe 'brainstorming' as a method of group decision making.
21. Distinguish between LAN and WAN.

Part C

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

(2x15=30)

22. Detail the need for learning business communication as a separate stream of study.
23. How non-verbal communication can be used effectively to support verbal communication?
24. Explain different kinds of speech and explain its characteristics.
25. Describe in detail the structure of a computer.