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Reg. No.....

Name.....

**FIVE YEAR B.B.A., LL.B. (HONOURS) DEGREE  
EXAMINATION, FEBRUARY 2026**

**Third Semester**

**FB 7—BUSINESS COMMUNICATIONS**

(2024 Admissions—Regular/2018 to 2023 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

**Part A**

*Answer any five questions.*

*Each question carries 3 marks.*

1. What is Video Conferencing ?
2. Explain the features of oral communication.
3. What are the types of speech ?
4. What are the organization barriers to communication ?
5. Explain the meaning of a Sales letter.
6. Explain the purpose of writing "follow up' letters'.

(5 × 3 = 15 marks)

**Part B**

*Answer any three questions.*

*Each question carries 10 marks.*

7. Define business communication. Briefly explain its objectives and functions.
8. Write a detailed note on the informal channels of communication in an organization.
9. What is a job application letter ? How do you write a letter for a job application ?
10. What are office notes ? Explain its characteristics. How to write an office note ?

(3 × 10 = 30 marks)

**Turn over**

**Part C**

*Answer any two questions.*

*Each question carries 15 marks.*

11. What do you mean by communication skill development ? Briefly explain the ways to improve communication skills in your work place.
12. What is written communication ? Explain the importance and essentials of written communication.
13. Answer the following :
  - a) Define a Report. What are the different types of reports ?
  - b) What do you mean by letter of enquiry ? Give a specimen of enquiry letter.

(2 × 15 = 30 marks)