

D 53023

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Name.....

Reg. No.....

**THIRD SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2023**

Logistics Management

SDC 3LM 11—BUSINESS COMMUNICATION

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer the following questions.**Each question carries 2 marks.*

1. What is Communication ?
2. What are the uses of downward communication ?
3. What is meant by intrapersonal communication ?
4. What are the advantages of video conferencing ?
5. What is meant by listening ability ?
6. Which are the aspects to be considered to prepare a presentation ?
7. Which are the habits for positive listening ?
8. What is meant by dynamic listening ?
9. What are group norms ?
10. What is meant by group decision-making ?
11. What is email ?
12. What are the drawbacks of SMS communication ?

(Ceiling = 20 marks)

Turn over

Section B

*Answer the following questions.
Each question carries 5 marks.*

13. What are the disadvantages of grapevine communication ?
14. What are characteristics of the formal communication ?
15. Which are the Seven C's in Communication ?
16. What are semantic barriers in communication ? Also give types of semantic barriers.
17. Which are the stages in listening process ?
18. What are the advantages of group decision making ?
19. What are the different features and uses of VoIP ?

(Ceiling = 30 marks)

Section C

*Answer any **one** of the following.
Each question carries 10 marks.*

20. Explain the objectives of Communication.
21. Explain the barriers to effective listening.

(1 × 10 = 10 marks)