



SANTHIGIRI

COLLEGE OF COMPUTER SCIENCES

Affiliated to MG University and Approved by AICTE

Business Communication

ADD-SC-06

Time :1 hr

Marks:20

Date: 11/01/2021

(Answer all Questions)

(1*20=20)

1. What is the most important goal of business communication.
2. The term "communis" derived from?
3. Horizontal communication takes place between?
4. The study of communication through touch is called?
5. The information the receiver gets is called?
6. Communication between HR manager and salesman is an example of which communication?
7. The formal greeting with which a business letter begins is called.
8. The most basic type of listening is known as
9. Dialogic listening is also known as
10. Give an examples of oral communication
11. What is a particular type of order in which the subordinate is not only ordered to do a job but also given guidance on how to do it.
12. What means the position in which you hold your body when standing or sitting.
13. List of items to be discussed and decided in a meeting is called as.
14. A report prepared in a prescribed form and presented according to an established procedure is called?
15. What refers to the amount of space that individuals naturally maintain between each other?
16. What involves how we say something in different pitch, tone and voice modulation such as slow or fast?
17. What are the different components of the presentation that attract the attention of audience?
18. Informal communication is otherwise known as?

19. The communication cycle, the process of re translation of signals into ideas is called?

20. Give an example for internal communication.

Paravakkal

