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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

B.B.A.

BBA 5D 03—BUSINESS ORGANIZATION AND COMMUNICATION

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

**Part A***Answer all questions.*

1. State the Meaning of Business.
2. Define Company.
3. What do you mean by Business Communication ?
4. What is Business Correspondence ?
5. What is Encoding and Decoding ?
6. What do you mean by Upward Communication ?
7. What is Routine Correspondence ?
8. What is Non - Verbal Communication ?
9. Define Public Limited Company.
10. What is External Communication ?
11. What is E-Mail Etiquette ?
12. What is Banking Correspondence ?

(12 × 2 = 24, maximum ceiling 20 Marks)

**Turn over**

**Part B**

*Answer all questions.*

13. State the importance of Business.
14. What are the importance of Business Organization ?
15. Explain the importance and Objectives of Business Organization
16. State the Characteristics of Public Enterprises.
17. Elaborate the Objectives of Written Communication.
18. State the Significance of soft skills in Business Communication
19. Mention the features of Partnership.

(7 × 5 = 35, Maximum Ceiling 30 marks)

**Part C**

*Answer any one question.*

20. Define the term Business Organization. State the Functions and Forms of Business Organization.
21. What do you Mean by Business Letter ? Briefly mention the essentials of a Business letter and the layout of a Business Letter.

(1 × 10 = 10 marks)