

**FYB.Com**

**Business Communication - Question Bank**

*SEMESTER - I*

**Unit -I**

**Write short notes on:**

**Chapter 1.**

- 1.Process of Communication or Communication Cycle.
- 2.Importance of Feedback in Communication
3. Importance of Communication in the Corporate or Global World.

**Chapter 11.**

- 1.Internet as Information Superhighway.
- 2.E-Mail
- 3.Blogs
- 4.Moodle
- 5.Social Media – advantages and disadvantages
- 6.Facebook
- 7.Twitter

**Chapter 111.**

- 1.Vertical Communication
  - a.Upward Communication
  - b.Downward Communication
- 2.Horizontal Communication
- 3.Grapevine Communication
- 4.Verbal Communication
- 5.Non-Verbal Communication
- 6.Oral Communication-Advantages and Disadvantages

7. Written Communication-Advantages and Disadvantages
- 8.Space and Proxemics
- 9.Business Etiquette.

## **Essay Type Answers**

### **Chapter 1V**

1. Explain in detail the term 'Business Ethics' and explain it's relevance in the present society.
2. Explain Corporate Social Responsibility and what steps should be taken by organisation to display CSR.

### **Chapter V**

- 1.Explain in detail:
  - a.Physical Barrier
  - b.Semantic Barrier
  - c.Socio-Psychological Barrier

### **Chapter V1**

- 1.What is the difference between Hearing and Listening and explain the advantages of good listening.
2. Explain the types of Listening and what are the obstacles to effective listening and how can one cultivate good listening skills.

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