

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2017**Second Semester**

B.A. English Literature and Communication Studies (Two Main)

Core Course—BUSINESS COMMUNICATION

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A*Answer all questions.**Answer the following questions each in a sentence or two.**Each question carries 1 mark.*

1. What is minutes ?
2. What is agenda ?
3. What is a project report ?
4. What is an abstract ?
5. What is interpersonal communication ?
6. What is "sender" ?
7. What is "channel" ?
8. What is "body" of a letter ?
9. What is full-block style ?
10. What is an e-mail ?

(10 × 1 = 10)

Part B*Answer any eight of the following each in a paragraph**Each question carries 2 marks.*

11. Write a short note on the process of communication.
12. What are the objects of communication ?
13. What is Mass Communication ?
14. What is the role of group discussion in business communication ?
15. What is the role of interview in business communication ?
16. What is corporate communication ?
17. What is Teleconferencing ?

Turn over

18. What is Internet ?
19. What is Telex ?
20. Write an example for a notice.
21. Prepare an agenda to be placed before a business meeting.
22. Prepare the minutes of a meeting in the capacity of the Secretary of the business organisation.

(8 × 2 = 16)

Part C

*Answer any six of the following each in about 100 words.
Each question carries 4 marks.*

23. Write the guidelines to be followed while writing an e-mail.
24. Write a fax message to your principal stating that you can not attend the classes as you have to attend an interview.
25. Write a letter of order prescribing office furniture for your company.
26. Write a letter of enquiry about the availability of some raw materials to a supplier.
27. Briefly explain import-export correspondence.
28. Prepare an e-mail advertising the installation of new facilities in your service.
29. What are the advantages of mobile phones in communication ?
30. Write a short note on dealing complaints in a business firm.
31. What is voice mail ?

(6 × 4 = 24)

Part D

*Answer any two of the following each in about 300 words.
Each question carries 15 marks.*

32. Write an essay on the role of technology in communication.
33. Write an essay on the role of advertisement as business communication.
34. Write an essay on the different types of correspondence with Government departments and public bodies in a business organisation.
35. Write an essay on effective customer relationship strategies.

(2 × 15 = 30)