



QP CODE: 21103189



21103189

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, DECEMBER
2021**

Second Semester

B.A English Literature and Communication Studies Model III (Double Main)

Core Course - EN2CRT06 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

22C5DA7B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is verbal communication?
2. What is teleconferencing?
3. TELEX
4. Define corporate communication.
5. What is PS in an official letter?
6. What is an abstract?
7. What is subject line in a formal letter?
8. Testimonial (in letters)
9. What is a complimentary close in letter?
10. What is grape vine communication?
11. What is social responsibility in communication?
12. State the media of oral communication.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Write a short note on role of communication in motivating people.





14. Write a short note on role of communication in motivating people.
15. Define space language and show its importance for communication.
16. How do you think non verbal communication act in an interpersonal communication?
17. How does effective communication incorporate the basic elements of communication?
18. Why is communication regarded as the key to success?
19. Differentiate between telex and telephone.
20. What is multimedia? What are the components, tools of multimedia? Give an example.
21. What is cyber bullying? How do you think you can help your friend from a cyber attack?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. How do you think cross culture communication affect international business? Identify a tool that allows you to measure the impact of culture in international business.
23. Explain complaint letter with an example. On receipt of the complaint, what the seller should do?
24. As manager of a company write a letter to your bank asking for current account statement.
25. Evaluate the pros and cons of tik tok among the youth in India. Do you think such advancements in technology will spoil the young generation.

(2×15=30)

