

E 2271

(Pages : 2)

Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2018**

**Second Semester**

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

Core Course—BUSINESS COMMUNICATION

(2013 to 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all the questions each in a sentence or two.*

*Each question carries 1 mark.*

1. What is word processor ?
2. What is Multimedia ?
3. What is Collection Letter ?
4. What is horizontal communication ?
5. What is subject line in a letter ?
6. What is the purpose of reference number in a letter ?
7. What is a letterhead ?
8. What is the function of a covering letter ?
9. What is electronic mail ?
10. What is an abstract ?

(10 × 1 = 10)

**Part B**

*Answer any eight of the following each in a paragraph of 60 words.*

*Each question carries 2 marks.*

11. What are the guidelines for writing minutes ?
12. Write a short note on Import-Export correspondence.
13. What are the various insurance correspondence ?
14. What are the points you keep in mind while presenting a business report ?
15. What are the soft skills in a presentation ?
16. What is cross cultural communication ?
17. What are the principles of communication ?

**Turn over**

18. What are the different types of communication ?
19. What are the barriers to communication ?
20. What are letter of orders ?
21. What are the steps or guidelines to make an effective presentation ?
22. What is the role of interaction and persuasion in a presentation ?

(8 × 2 = 16)

### Part C

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

23. Suppose you are the Secretary of the Arts Club of your college. Prepare an agenda to be placed before a meeting convened to hold Arts Day of your college.
24. Write the minutes of a meeting convened in your residential area to solve the problem of waste dumping.
25. Suppose you are the manger of a bank. Issue a memo to the clerk for his lapses.
26. You need to sell your scooter. Write a notice.
27. Write a Fax message to the principal requesting him for giving extra time to submit your assignments.
28. Write an e-mail to the Head of the Department requesting him/her to postpone the monthly test.
29. Suppose you got a cheque from a company as your remuneration for a job you had done. Write a letter to acknowledge the receipt.
30. Suppose you are the Marketing Manager of a company. You could not deliver the items on time. Write a letter of apology.
31. Write a response e-mail to the editor regarding a real news story. Choose your subject line appropriately.

(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 Corporate Communication strategies.
33. What are technology based communication tools ? Discuss.
34. What are the essentials of an effective business letter ? Discuss each of them briefly.
35. Write an essay on the different types of correspondence within Government departments, public bodies and in business organizations.

(2 × 15 = 30)