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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, JUNE 2018

Second Semester

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

Core Course – EN 2CRT 06 – BUSINESS COMMUNICATION

[2017 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any ten of the following.

Each question carries 2 marks.

1. Circular.
2. Business letter.
3. Collection letter.
4. Brochure.
5. Resume.
6. Agenda.
7. Call letters.
8. Grapevine Communication.
9. Upward Communication.
10. Interpersonal Communication.
11. Mail order.
12. Internal and External public.

(10 × 2 = 20 marks)

Part B

Answer any six of the following questions.

Each question carries 5 marks.

13. What is cross cultural communication?
14. What is corporate identity?
15. What are the objectives of Communication?
16. What is letters of enquiry?
17. What are the steps involved in writing collection letters?

Turn over

18. What are the objectives of circular letters?
19. What is corporate communication?
20. What are the guidelines to be followed while executing and cancelling orders?
21. Explain the role of technology in communication.

(6 × 5 = 30 marks)

Part C

Answer any two of the following questions.

Each question carries 15 marks.

22. Explain technology based communication tools.
23. Explain Corporate citizenship and Social responsibility.
24. Write a letter of order for furniture and its cancellation letter too?
25. What are the different between block, semi-block and open style of letters? Discuss the advantages and disadvantages of each style.

(2 × 15 = 30 marks)