



QP CODE: 19101769



Reg No :

Name :

B A DEGREE (CBCS) EXAMINATION, MAY 2019

Second Semester

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

Core Course - **EN2CRT06 - BUSINESS COMMUNICATION**

2017 ADMISSION ONWARDS

1345B322

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. SWOT
2. Empathic listening
3. Discriminative listening
4. Define paralanguage
5. What are circular letters?
6. Interpersonal Communication
7. What is subject line in a formal letter?
8. What is GIF in multimedia?
9. Dunning letters
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. Define the term Communication and trace it's origin
14. What are the principles of a good communication?
15. Write an essay on the paralinguistic aspects of effective communication





16. Write a letter to the bank manager near your house enquiring about the availability of gold loan in their bank.
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. Write a letter to your customer notifying about exceeding of his/her credit limit.
21. What is MPEG?

(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. A sales promotion letter must possess the AIDA formula. Explain with an example.
24. Write a letter to the General Insurance Company, Allahabad, requesting them to settle your claim in respect of goods destroyed by flood giving full details.
25. What is the role of technology in the advancement of communication. Explain its effect on global village.

(2×15=30)

