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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2019

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 questions each in a sentence or two.

Each question carries 1 mark.

1. What is a circular letter ?
2. What is lay-out ?
3. What is Facsimile ?
4. What is Telex ?
5. What is Teleconferencing ?
6. What is upward communication ?
7. What is social networking ?
8. What is a letter of enquiry ?
9. What is 'salutation' in a letter ?
10. What is Enclosure notation ?

(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 an agenda ?
12. What are the various bank correspondences ?
13. What are the tips to overcome nervousness while you present a business report ?
14. What is the structure of a business presentation ?
15. Write a short note on corporate communication.
16. What is the process of communication ?

Turn over

17. What are the objectives of communication ?
18. What are the visual-aids used in business communication ?
19. What is the channel of communication ?
20. What are the uses of 'memos' in office communication ?
21. What is the fundamental principle of effective communication ?
22. What is a seminar ? What are its objectives ?

(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 sports club of your college. Prepare an agenda to be placed before a meeting convened to hold sports Day of your college.
24. Write the minutes of a meeting convened in your village to promote paddy cultivation.
25. Suppose you are the Principal of a college. Issue a memo to the attender who is absconding from his duties.
26. You want to begin a coaching centre for civil service examinations, write a notice.
27. Write a fax message to the Registrar, university office for issuing your provisional certificate on time.
28. Write an e-mail to your friend seeking clarification about a particular examination.
29. Suppose you are the purchasing manager of a company. Write a letter of order citing the raw materials you need for your company.
30. Suppose you received a parcel which was in a dilapidated condition. Write a letter of complaint.
31. Suppose you are the Administrative officer in a company. Write a letter to inform the employees about the new time schedule of your company.

(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 need of technology in communication.
33. Write an essay on the need of audio-visuals in communication.
34. What are the various types of communication ? Discuss.
35. Discuss the role of culture in communication.

(2 × 15 = 30)