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(Pages : 2)

Reg: No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015

Second Semester

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

Core Course—BUSINESS COMMUNICATION

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer the following questions each in a sentence *or* two. Each question carries 1 mark.

1. Define communication.
2. What is interpersonal communication ?
3. What is intrapersonal communication ?
4. What is a memo ?
5. What is a notice ?
6. What is an order ?
7. What is a collection letter ?
8. What is a telegram ?
9. What is an e-mail ?
10. What is a bluetooth ?

(10 × 1 = 10)

Part B

Answer any *eight* of the following each in a paragraph. Each question carries 2 marks.

11. What do you mean by corporate citizenship ?
12. What are corporate communication strategies ?
13. What do you mean by cross cultural communication ?
14. Write an example for a memo.
15. Write an example for a notice.
16. Write an example for a circular letter.
17. Write an example for a collection letter.
18. What is insurance correspondence ?
19. Explain Import-Export correspondence.
20. Prepare an e-mail stating the qualities of a new product of your company.

Turn over

21. Who is an active listener ?
22. What is Group Communication ?

(8 × 2 = 16)

Part C

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

23. Write a letter of enquiry about job vacancies in a company.
24. Write a letter of order prescribing some books you need.
25. Discuss the process of communication.
26. Discuss the objectives of communication.
27. Write a short note on animal communication.
28. State any four definitions of communication.
29. Write a fax message to your brother stating that you have got an appointment in a company.
30. What are the different types of internet ?
31. Prepare a telegram stating that you have been transferred to another branch of your company.

(6 × 4 = 24)

Part D

Write any *two* of the following each in about 300 words. Each question carries 15 marks.

32. Write an essay on communication and society.
33. Write an essay on the role of technology in communication.
34. What are the different types of business letters ? Discuss.
35. Write an essay on the modern etiquette in business organizations for effective customer relationship.

(2 × 15 = 30)