

M.A. DEGREE EXAMINATION, NOVEMBER 2018
I Year I Semester
Core Major -IV
BUSINESS COMMUNICATION

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What is corporate communication?
2. List down the types of business letter.
3. What is the meaning of testimonials?
4. Write down the contents of a C.V
5. Define the term Agenda.
6. What is a press release?
7. Define body language.
8. What is role-play?
9. Define business negotiation.
10. What is an E-mail?
11. What is the purpose of a G.D?
12. Write about the various types of interviews.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What are the principles of effective communication?
14. Write a letter to the insurance company asking them to settle your matured policy amount at the earliest.
15. Discuss the salient features of a group discussion.
16. Enumerate the contents of a report.
17. How do you conduct an effective meeting?
18. Differentiate Face to Face and Telephonic conversation.
19. What is BATNA? Describe its nature.

Section C ($3 \times 10 = 30$) Marks**PART - A - Case Study - Compulsory Question**

20. "Press release is very crucial for any company as it conveys its overall image to the public, its customers and competitors." In view of the above statement, if you are appointed as a PRO, what do you design on the contents and publish it?

PART - B

Answer any **TWO** questions

21. Draft a complaint letter to the company on the bad performance of their product.
22. Write a sample letter of resignation, mentioning the reasons of your leaving.
23. Discuss the business negotiation tactics in detail.
24. Discuss the differences between formal and informal report.

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