

M.A. DEGREE EXAMINATION, APRIL 2019
I Year I Semester
Business Communication

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define the term communication.
2. What is enquiry letter?
3. What is complimentary close?
4. What is a letter of acceptance?
5. What are unsolicited enquiries?
6. What is an agenda?
7. Write a brief notes on minutes of meeting?
8. What are the different types of report?
9. State the two merits of oral communication.
10. What is E- mail?
11. What is fax?
12. What are the merits of internet in business?

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

Answer any **FIVE** questions

13. Explain the principles of effective communication.
14. Write a note on acknowledge letter?
15. List the merits and demerits of videoconferencing.
16. Explain the importance of body language in communication.
17. Explain the various kinds of business letter.
18. Describe the objectives of report writing.
19. What is compliant letter? State the circumstances in which are drafted?

Section C ($3 \times 10 = 30$) Marks

PART - A - Case Study - Compulsory Question

20. Prepare your curriculum vitae for the post of Human resource manager in ABC Ltd Company.

PART - B

Answer any **TWO** questions

- 21. Explain the lay out the business letter.
- 22. Define report. Explain the different types of reports.
- 23. Explain the role of technology in communication in the organisation.
- 24. Draft a letter to your supplier for asking quotation and also draft the reply.

M.A. DEGREE EXAMINATION, APRIL 2019
I Year I Semester
Business Communication

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define the term communication.
2. What is enquiry letter?
3. What is complimentary close?
4. What is a letter of acceptance?
5. What are unsolicited enquiries?
6. What is an agenda?
7. Write a brief notes on minutes of meeting?
8. What are the different types of report?
9. State the two merits of oral communication.
10. What is E- mail?
11. What is fax?
12. What are the merits of internet in business?

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

Answer any **FIVE** questions

13. Explain the principles of effective communication.
14. Write a note on acknowledge letter?
15. List the merits and demerits of videoconferencing.
16. Explain the importance of body language in communication.
17. Explain the various kinds of business letter.
18. Describe the objectives of report writing.
19. What is compliant letter? State the circumstances in which are drafted?

Section C ($3 \times 10 = 30$) Marks

PART - A - Case Study - Compulsory Question

20. Prepare your curriculum vitae for the post of Human resource manager in ABC Ltd Company.

PART - B

Answer any **TWO** questions

- 21. Explain the lay out the business letter.
- 22. Define report. Explain the different types of reports.
- 23. Explain the role of technology in communication in the organisation.
- 24. Draft a letter to your supplier for asking quotation and also draft the reply.