

**M.A. DEGREE EXAMINATION, APRIL 2019**  
**I Year II Semester**  
**BUSINESS COMMUNICATION**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Business communication
2. Order Letter
3. Business letter
4. Curriculum vitae
5. Formal report
6. Executive summary
7. E-mail
8. Body language
9. Website
10. Cellphone
11. Intercom
12. Circular letters.

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

Answer any **FIVE** questions

13. Draft a collection letter, for the non-payment of a debt.
14. Explain the qualities of a business letter.
15. Draft a suitable reply to a customer who has complained about the poor functioning of a refrigerator supplied by you.
16. What is information technology? Write its usage in communication.
17. Explain the classification of reports.
18. What are the uses of video conferencing?
19. Describe the types of interview.

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

20. Draft the minutes of the annual general meeting of a public limited company where the dividend has been skipped due to inadequate profits.

**PART - B**

Answer any **TWO** questions

21. Write an application for appointment
22. What are the barriers in communication?
23. Explain the Basic skills and techniques for talking to people in business situation
24. You are vacating your residence and going abroad. You want the second hand furniture dealer to take all your furniture and other household articles to be sold. Write a letter of enquiry detailing your need and enquiring the service he can offer.

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