

M.A. DEGREE EXAMINATION, NOVEMBER 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 communication.
2. What is grapevine communication?
3. What is non-verbal communication?
4. What is "E-mail"?
5. What are Interviews?
6. Define 'Reports'.
7. Write the meaning of 'Body Language'.
8. What did you understand by 'Informal Report'?
9. What do you mean by minutes?
10. Explain the role of technology in business communication.
11. What are the types of communication networks?
12. What is circular? Explain the need for it.

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

Answer any **FIVE** questions

13. Explain the importance of body language in communication.
14. What are the merits of internet in business?
15. Briefly explain the structure of a business report.
16. Give a specimen direct mail advertising given by a Jewellery Shop to its customers offering some discounts.
17. What is the difference between fax and e-mail?
18. How can we remove the barriers to communication?
19. Write a letter to the sales manager of Ram computers placing an order for 30 computers in your organisation. You are the purchase manager of your firm called java Inc. Electronics.

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

PART - A - Case Study - Compulsory Question

20. As a secretary of a company write a letter to the shareholders calling them to attend annual general body meeting.

PART - B

Answer any **TWO** questions

- 21. Explain the principles of effective communication.
- 22. Explain the different techniques of face-to-face communication.
- 23. Describe the various types of reports.
- 24. What do you understand by grapevine? How is it important to the organisation?

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