

M.A. DEGREE EXAMINATION, NOVEMBER 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. Circular Letter
3. Curriculum Vitae
4. Testimonial
5. Formal Report
6. Executive Summary
7. Role Play
8. Body Language
9. Video Conferencing
10. Intercom
11. Internet
12. Sales Letter

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

Answer any **FIVE** questions

13. Explain the features of business communication.
14. Write a job application letter to the Personnel Manager Hindustan Company Pune in response to an advertisement in daily Sakal News Paper for the post of welfare officer.
15. What are the types of reports?
16. Explain about email etiquette.
17. What is meant by public address system? Explain.
18. Explain communication process.
19. Explain the features of testimonial.

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

20. You are an administrative officer of your organization and your employer is considering purchasing some new items of office equipment. Write a report recommending the equipment, you think will result in greater efficiency. You may invent any names, situations and machines which you consider relevant to your report.

PART - B

Answer any **TWO** questions

- 21. Explain the principles of effective communication.
- 22. What are the essentials of an effective business letter.
- 23. Explain about minutes of meeting.
- 24. Explain the importance of Role Play.

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