

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. What is oral communication?
2. What is business letter?
3. What is a testimonial?
4. What is group discussion?
5. Give the meaning of executive summary.
6. What is the purpose of agenda?
7. What is an e-mail?
8. What is role play?
9. How to make negotiation successful?
10. Expand BATNA.
11. Write a short note on mock interview.
12. What are the parts of a business letter?

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

Answer any **FIVE** questions

13. Discuss the principles of effective communication.
14. Give brief explanation about appointment letter.
15. What are the basic needs on drafting board minutes?
16. What are the advantages and disadvantages of using a telephone as a means of communication?
17. Write a short note on negotiation tactics.
18. Explain the different forms of face to face communication.
19. Draft an office circular informing employees about changes in the timings of the staff canteen.

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

20. You are a purchase officer of a LCD manufacturing company. Write a complete letter from the purchase officer for cancellation of an order for supply of materials.

PART - B

Answer any **TWO** questions

- 21. Enumerate the various types of communication.
- 22. Prepare curriculum vitae for a HR executive.
- 23. Explain the types of reports.
- 24. Illustrate the negotiating process with suitable example.

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

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