

M.A. DEGREE EXAMINATION, APRIL 2020
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. Write a note on Letter of Enquiry.
3. What is E-mail?
4. Write a note on minutes of a meeting.
5. Define Agenda.
6. What are the situations for writing a circular letter?
7. What is an interview?
8. What do you mean by testimonial?
9. How would you ensure coherency in a technical report?
10. Demonstrate the role of body language in communication.
11. Distinguish between formal groups and Informal groups.
12. Write a note on Curriculum Vitae.

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

Answer any **FIVE** questions

13. Explain the solicited and Unsolicited enquiries with an example.
14. Draft a letter to a well-placed but absent-minded professor whose dues for purchase of books are not settled in spite of repeated reminders.
15. Write an advertisement inviting tenders for the modernisation of your office.
16. Write an e-mail to a hotel manager cancelling your booking.
17. What are the general principles of effective communication?
18. List at least five qualities of an effective interviewer.
19. How can telephone communication be made effective?

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

20. Mr and Mrs. Basu went to Woodlands Apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the Counter, while making the payment he asked for the price. Rs. 950 was the answer.

Meanwhile, Mrs. Basu, who was still shopping came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement.

Mr. Basu was thrilled to hear that."It means the price of this pullover is just Rs.645. That's fantastic said Mr.Basu.

He decided to buy one more pullover in green colour.

In no time, he returned with the second pullover and asked them to pack both. When he received the Cash memo for payment, he was astonished to find that he had to pay Rs.1,900 and not Rs.1,290.

Mr. Basu could hardly reconcile himself to the fact that the counter person had quoted the discounted of price that is Rs.950. The original price printed on the price tag was Rs.1,225.

Questions:

1. Identify the three sources of Mr. Basu's information.
2. What should Mr. Basu have done to avoid the misunderstanding?
3. Who is to blame for this communication gap? And why?

PART - B

Answer any **TWO** questions

21. Explain in detail the different types of business letter.
22. Analyse different stages of negotiation process.
23. Draft a report on the need to introduce some incentive schemes to boost the sales of the company.
24. Describe the structure of a presentation.

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