

E 2509

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2016

Second Semester

B.A.—English Literature and Communication Studies (Two Main)

Core Course—BUSINESS COMMUNICATION

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Answer the following questions each in a sentence or two.

Each question carries 1 mark.

1. What is 'receiver' ?
2. What is group communication ?
3. What is intrapersonal communication ?
4. What is covering letter ?
5. What is resume ?
6. What is enclosure notation ?
7. What is salutation ?
8. What is 'closing' in a letter ?
9. What is 'notice' ?
10. What is 'memmo' ?

(10 × 1 = 10)

Part B

Answer any eight of the following each in a paragraph.

Each question carries 2 marks.

11. Define corporate communication.
12. What is cross-cultural communication ?
13. What are the various bank correspondences ?
14. Write a model collection letter.
15. What is layout ?
16. Write a model enquiry letter.

Turn over

17. What is Facsimile ?
18. What is voice mail ?
19. What is you tube ?
20. What is face book ?
21. What is word processor ?
22. What is multimedia ?

(8 × 2 = 16)

Part C

*Answer any six of the following each in about 100 words.
Each question carries 4 marks.*

23. Prepare an e-mail stating the opening of a new branch of your company.
24. Write a letter of order prescribing some raw materials for your company.
25. Write a notice to be published stating the new job vacancies in your company.
26. Write a fax message to the Head Office of your company intimating the strike-exhortion of the employees of your company.
27. What are the guidelines to be followed while issuing a memo to a subordinate ?
28. What are the guidelines to be followed while executing and cancelling orders ?
29. What is insurance correspondence ?
30. What are the essentials of an effective business letter ?
31. What is Whats App ? What is its role in communication ?

(6 × 4 = 24)

Part D

*Answer any two of the following each in about 300 words.
Each question carries 15 marks.*

32. Write an essay on the principles of communication.
33. What are the technology based communication tools ?
34. What are the essentials of an effective business letter ? Discuss.
35. Write an essay on corporate communication strategies for business progress.

(2 × 15 = 30)