Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

G:\logo and QP Template\logo 3 Feb 2018 final.tif

**End Semester Examination – Nov/Dec– 2018**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **16BB2003** | **Duration :** | **3hrs** |
| **Sub. Name:** | **BUSINESS COMMUNICATION** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | What is upward and downward communication? | CO1 | 10 |
| b. | List down the main barriers to organizational communication? | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Discuss the 7 C’s of effective business communication. | CO1 | 10 |
| b. | Describe the channels of business communication with diagram. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Distinguish between formal and informal communication. | CO1 | 10 |
| b. | Mention important points to be followed while drafting Letter to the Editor. | CO3 | 10 |
| (OR) | | | | |
| 4. | a. | Distinguish between oral and written communication. | CO1 | 10 |
| b. | Describe with illustrations the different parts of a letter. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | What guidelines should be kept in mind while drafting a letter asking for a reference? | CO3 | 10 |
| b. | You have received a big order for Rain coat of different sizes but unable to execute it in time owing to certain difficulties. Draft a letter to the customer asking for extension of time. | CO3 | 10 |
| (OR) | | | | |
| 6. | a. | Explain any five important terms used in Import and Export correspondence. | CO2 | 10 |
| b. | List down the content of Tender Notices. | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Discuss the role of Technology in communication. | CO6 | 10 |
| b. | Explain merits and demerits of Latest technology in Communication. | CO6 | 10 |
| (OR) | | | | |
| 8. | a. | What are the parts of a complete report? | CO5 | 10 |
| b. | Describe the characteristics of a good report. | CO5 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Ashok Leyland, Chennai, require a Business Development Manager. The Person they looking for must be able to plan for and produce tangible results in business growth. He must have good command over spoken and written English. Draft a suitable application for appointment. | CO3 | 10 |
| b. | Construct a detail Bio – Data of your own. | CO3 | 10 |