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

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

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| **Code :** | **17BB2003/17BC2010** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS COMMUNICATION** | **Max. marks :** | **100** |

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Discuss the Essentials of effective communication. | CO1 | 10 |
| b. | Explain the elements of communication process. Illustrate with diagram. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | What are the Barriers to effective communication? | CO1 | 10 |
| b. | Write short notes on Grapevine? Explain its importance in an organization. | CO1 | 10 |
| 3. | a. | What are the advantages and disadvantages of oral and written communication? | CO1 | 10 |
|  | b. | Explain any five important terms used in Import and Export correspondence. | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | Bring out the differences between Reference letter and Testimonials. | CO2 | 10 |
|  | b. | Write short notes on  i) Letter of Credit .  ii) Status enquiry. | CO2 | 10 |
| 5. | a. | Write a letter on behalf of Andrew Agencies to Tree Top furnitures, Delhi asking for quotation of prices for their steel furniture for offices and homes. Enquire also about the concession and commission given and about mode of payment and credit facilities. | CO3 | 10 |
|  | b. | What is a Tender notices? List down the content of Tender notice. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | List down the Hints for drafting letter to the Editor. | CO3 | 10 |
| b. | Explain the types of Business Reports. | CO3 | 10 |
| 7. | a. | Explain the tools and techniques of online and other modern communication. | CO6 | 10 |
| b. | Discuss merits and demerits of modern communication. | CO6 | 10 |
| (OR) | | | | |
| 8. | a. | Write short notes on Minutes and Agenda of meetings. | CO5 | 10 |
| b. | Explain in detail the parts of a Report. | CO5 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Write a letter of application in response to the following advertisement: “Wanted a Secretary for a business house in Mumbai knowledge of import/export business essential; must be accustomed to the control of large office staff. Draft a suitable application for appointment incorporating your detail Bio-data. | CO3 | 20 |