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



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **16BB2003** | **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. | Define Business communication.Bring out the importance of Business Communication. | CO2 | | 10 |
| b. | Briefly explain the communication process. | CO2 | | 10 |
| **(OR)** | | | | | |
| 2. |  | Explain the Barriers of Communication. | CO2 | | 20 |
|  |  |  |  | |  |
| 3. |  | Explain in detail about modern communication methods. | CO2 | | 20 |
| **(OR)** | | | | | |
| 4. |  | Discuss theb pros and cons of oral communication. | CO2 | | 20 |  |  |
| 5. | a. | Explain in detail about factors to be considered for status Inquiry Letter. | CO2 | | 10 |
|  | What are the essentials of effective business letter? | CO2 | | 10 |
| **(OR)** | | | | | |
| 6. | a. | Explain in detail about reference letters in banking correspondence with a sample layout. | CO2 | | 10 |
| b. | Write a letter to the general Insurance Company, Allahabad requesting them to settle your claim in respect of goods destroyed by fire giving full details. | CO3 | | 10 |
|  |  |  |  | |  |
| 7. | a. | As a secretary of a company, Draft an agenda for an Annual General meeting of a company. | CO3 | | 15 |
| b. | Differentiate Agenda and Minutes. | CO4 | | 5 |
| **(OR)** | | | | | |
| 8. |  | What facts should the secretary keep in mind while writing to a director? | | CO3 | 20 |
|  | | **Compulsory:** | |  |  |
| 9. |  | Discuss the role of technology in modern communication. | | CO3 | 20 |