

TB174655C

Reg.No: .....

Name: .....

**BMS DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2019**  
**(2017 Admissions Regular, 2016 Admissions Improvement/Supplementary & 2015**  
**Admissions Supplementary)**  
**SEMESTER IV - COMPLEMENTARY COURSE (INTERNATIONAL BUSINESS)**  
**CO4C09TB - CORPORATE COMMUNICATION**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I Answer all questions. Each question carries 1 mark**

1. Convert to passive voice: "I wrote the exam"
2. What do you understand by rumour?
3. What do you mean by corporate communication
4. State two barriers of corporate communication
5. What do you mean by business correspondence
6. Mention two types of communication meeting

**(6x1=6)**

**PART B**

**II Answer any seven questions. Each question carries 2 marks**

7. What is SMCR?
8. Differentiate verbal and non verbal communication
9. What are gestures?
10. Rewrite the following sentence concisely : "it is clearly understood by us all that he had already given advance notice before hand"
11. What is the difference between circular and notice
12. What is the purpose of covering letter
13. Mention any two rules for business correspondence
14. What do you mean by business report writing
15. State any two features of business communication
16. Mention the importance of communication in and organisation

**(7x2=14)**

**PART C**

**III Answer any five questions. Each question carries 6 marks**

17. Discuss Shannon's model of communication process
18. Discuss the different types of verbal communication stating advantages and disadvantages

19. Fill in the blanks with appropriate words
- Annie and her brothers ..... (is/are) at school
  - Either my mother or my father .....(is/are)coming for the meeting
  - George and Kavya ..... (doesn't/ don't) want to see the movie
  - Nobody ..... (know/knows) the trouble I have been through
  - (Is/Are) ..... the news on at five or six?
  - All the CDs, even the scratched one .....(is/are) in the pouch.
20. Change the following from active to passive voice
- Sita was teaching Gita
  - One must do one's own duty
  - He wil kill the animal
  - Sleep well
  - Arrest the thief
  - Peter is reading 'Hamlet'
21. Explain the types of communication meetings
22. Describe the process of communication
23. Explain the need for business communication
24. Describe the guidelines for 'Job Offer'

(5x6=30)

#### **PART D**

#### **IV Answer any two questions. Each question carries 15 marks**

- Discuss the different models of communication
- Elaborate on the different parts of speech with examples
- Prepare a covering letter and C.V for the post of 'Business Executive'
- Draft a sample of business letter.

(2x15=30)