

TB242493Q

Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024**  
**2023 ADMISSIONS REGULAR**  
**SEMESTER II - CORE COURSE English Literature and Communication Studies**  
**CE2C06B23 - Business Communication**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. Describe complaint letter.
2. Identify the role of eye contact in communication.
3. Define corporate communication.
4. Define advertising according to the American Marketing Association.
5. Explain the concept of direct mail advertising.
6. Define sales promotion.
7. Identify two brands that sell stationery.
8. Which of the following is more of personal medium of advertisement? a) Internet Advertisement b) Broadcast Media c) Direct Mail Advertising d) Print Media. Identify the correct answer.
9. Write a note on place advertising.
10. Write a brief note on ARPA .
11. Define postscript.
12. Explain the purpose of writing compliance letter in business.



**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Differentiate between formal communication and informal communication with appropriate examples.
14. Write a note on cross-cultural communication. Narrate the ways to avoid cultural clashes.
15. Differentiate between the concepts advertising and publicity.
16. Write about AIDA and its significance.
17. Explain the significance of advertising in the present world.
18. Classify the different types of sales promotion. Give examples.
19. Explain the elements of a print advertisement.
20. Create an advertisement for a parity product.
21. Define banking correspondence. Explain the different characteristics that need to be incorporated while preparing it.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Explain the different types of business communication by giving appropriate examples.
23. 'Advertising affects children's product choice.' Elucidate.
24. Write an essay on role of women in advertisements.
25. Write an enquiry letter to Indra Garment Store, Chennai regarding an order of 25 readymade dresses placed on behalf of Lovely Textiles, Kochi.