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TB245557O

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024

2022 ADMISSIONS REGULAR

B.VOC A.M.S SEMESTER V - GENERAL

VAM5G13TB22 - Corporate Communication

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Discuss the significance of understanding different contexts and levels of communication in a business setting.
2. Create a communication plan that outlines strategies for improving both verbal and nonverbal communication in a team setting.
3. Design a business communication training session that incorporates the principles of verbal communication and nonverbal cues.
4. What is the purpose of a communication plan?
5. What is one critical step you would include when creating a communication plan for a product launch?
6. How does effective communication enhance teamwork?
7. Name one essential detail that should be included in the minutes of a meeting.
8. Why is clarity important in business letters?
9. List three key elements of professional email communication.
10. Why is audience analysis important in presentation making?
11. How can a trainer make a workshop more engaging?
12. List the key steps in planning an effective corporate training workshop.

Part B

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

(6x5=30)

13. Describe a scenario in which effective communication led to business success.
14. Design a multi-level communication plan for a company introducing a new product
15. How can repetition be used as an emphasis strategy?
16. Define communication in the context of business.
17. Explain the core principles of written communication. How do these principles contribute to effective business communication?
18. Apply the principles of written communication to create a business memo regarding a policy update.
19. Describe key habits of good business writing, such as being audience-centered and maintaining a professional tone. Why are these habits essential in business communication?
20. Discuss the purpose of an organizational profile in business communication. What key information should be included to effectively represent the company?
21. Write sample minutes for a staff meeting discussing project updates.

Part C

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

(2x15=30)

22. Evaluate the ethical implications of using matching and mirroring techniques in business communication. When does it cross the line from rapport-building to manipulation?

23. Examine the role of reports in decision-making processes within an organization. How do different types of reports (informal, formal, analytical, etc.) serve different business functions?
24. Create a detailed proposal for a new project within an organization, including objectives, budget, and timeline.
25. Write a detailed business proposal for launching a new marketing campaign. The proposal should include background, objectives, strategies, budget, and expected outcomes.