

TB222160W

Reg. No :

Name :

B. A. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

**2022 Admissions Regular & 2021 Admissions Supplementary / Improvement And 2020, 2019 And 2018 Admissions
Supplementary**

SEMESTER II - CORE COURSE (ENGLISH LITERATURE AND COMMUNICATION STUDIES)

CE2B06B18 - BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Layout and design of an office communicate effectively in an organisation. Comment.
2. Write a note on corporate image.
3. Enumerate the factors leading to grapevine phenomenon in an organisation.
4. Illustrate creativity in advertising.
5. skill is required by the people working in the creative department of an advertising agency. (a) organising (b) communication (c) marketing (d) visualising. Identify the correct answer.
6. Advertising offers a reason to buy; sales promotion offers a/an _____ to buy. a) inclination b) motive c) competitive advantage d) incentive. Identify the correct answer.
7. Define logos.
8. Identify the year in which the first full-fledged Indian advertising agency was set up.
9. Write a brief note on mobile advertising.
10. Mention two products sold by Cadbury.
11. Define trademark.
12. Write a note on business letters.

Part B

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

(6x5=30)

13. Explain corporate communication and its relevance in an organisation.
14. Enumerate the different ways used to make listening effective.
15. Non-verbal communication can have different meanings in different cultures. Explain.
16. Explain the relation between advertising and sales promotion.
17. Distinguish between sales promotion and advertising.
18. Prepare a print advertisement for a grocery shop.
19. Explain the economic impacts of advertising.
20. Illustrate the structure of a business letter.
21. Examine the role of mobile phones in today's society.

Part C

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

(2x15=30)

22. Effective communication has always been essential for success in business. Explain the statement.
23. 'Advertising affects children's product choice.' Elucidate.

24. Trace the growth of advertising in India during the War.
25. Write an enquiry letter to Indra Garment Store, Chennai regarding an order of 25 readymade dresses placed on behalf of Lovely Textiles, Kochi.