

**B.A. DEGREE (CBCSS) EXAMINATION APRIL, 2015
SECOND SEMESTER-CORE COURSE
(ENGLISH LITERATURE AND COMMUNICATION STUDIES)
CE2BC-BUSINESS COMMUNICATION**

Time: 3 Hours

Maximum Marks: 80

**PART A
Answer *all* the questions
Each question carries 1 mark**

Choose the correct answer from the following:

1. Lack of Interest in a conversation is a
 - a) Sender oriented barrier
 - b) Receiver oriented barrier
 - c) Feedback oriented barrier
 - d) None of the above
2. The main objective of communication is
 - a) Information and persuasion
 - b) skill and personality development
 - c) Control and management
 - d) need and management
3. All the following are external stakeholders of an organisation except _____.
 - a) Media
 - b) Government
 - c) Suppliers
 - d) shareholders
4. A press release is better known as
 - a) PR
 - b) Publicity
 - c) news release
 - d) Advertisement
5. Planting trees by a multinational corporation is an example of
 - a) Creating jobs
 - b) mineral conservation
 - c) Corporate social responsibility
 - d) Public-Private partnership
6. Which of the following is it not a reasonable ground for complaint?
 - a) Wrong quality of material received
 - b) The product being suddenly out of demand
 - c) Late delivery of consignment
 - d) Damage due to defective packing
7. A letter of acknowledgement
 - a) Provides a record
 - b) shows courtesy
 - c) avoids misunderstanding
 - d) all of the above

8. A trade circular is also called
a) Trade promotion letter b) agenda c) enquiry d) confirmation letter
9. Which of the following is not an advantage of LAN?
a) Data sharing
b) auto updates of information
c) it can be used for bookings with the telegraph office
d) files can be accessed from remote locations
10. FTP serves to
a) Search applications on other computers
b) Post messages on electronic bulletins
c) Copy files from one site to the other
d) None of the above

(10x1=10)

PART B

**Answer any *eight* of the following in two or three sentences.
Each question carries 2 marks**

11. What is grapevine communication?
12. What is motivational communication?
13. What is AIDA?
14. What does goodwill mean in business?
15. What is the significance of employee newsletters in large concerns like a software company?
16. When is communication deemed successful?
17. Why is jargon a barrier to communication?
18. What is the significance of stationery in business correspondence?
19. How does internet differ from intranet?
20. What are the benefits of videoconferencing?
21. What is the significance of reference number in a business correspondence?
22. What are the circumstances under which an order is cancelled by a seller?

(8x2=16)

PART C

**Answer any *six* of the following in about 100 words each
Each question carries 4 marks**

23. What are the advantages of formal communication?
24. What are the features of communication?
25. What are the three layouts or forms of a business letter?

26. What is meant by digital divide?
27. Write short notes on
 - a) Email
 - b) Facsimile
28. What are press releases?
29. Why should the agenda be circulated well in advance of the meeting?
30. Write a letter to the editor of a newspaper about vendors selling unhygienic food items
31. State the etiquette to be followed while sending e-mails

(6x4=24)

PART D

**Answer any *two* of the following in about 300 words each
Each question carries 15 marks each**

32. What are the barriers to communication?
33. Is CSR different from advertising? How do these both contribute to brand building? Discuss with example.
34. a) Write an order letter to Rajesh Papers, placing orders for two different kinds of registers.

OR

 - a) Draft a letter in response to Jain Metals' complaint of loss of profit due to delay in delivery. Give reasons as to why it is not your fault.
35. Technology in communication has certain positive and negative aspects. Discuss

(2x15=30)