

TB154655A

Reg. No:

Name:

B.M.S DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – CORE COURSE (INTERNATIONAL BUSINESS)
CO4C09TB - CORPORATE COMMUNICATION

Time: Three Hours

Maximum Marks: 80

PART A

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

1. What is interpersonal communication?
2. What are audio-visual aids?
3. What is non-verbal communication?
4. What does the term 'noise' mean in communication process?
5. Discuss the importance of writing the summary of a report.
6. Correct the following sentence: I come to college by walking.

(6x1=6)

PART B

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

7. Grapevine communication can be used to the management's benefit. Discuss.
8. What is the Shannon's Model of the communication process?
9. What are the objectives of downward communication?
10. Explain any two of the following grammatical terms with suitable examples-Adjective, Adverb, Preposition.
11. What is a circular letter?
12. Rewrite the following negative ideas in positive terms:
 - i) Our office is closed on Monday.
 - ii) I have no experience other than writing accounts in my father's garment store
13. Explain the psychological barriers to communication
14. What do you mean by Insider's address?
15. What is the relevance of Business correspondence in today's scenario?
16. Are covering letters necessary? Justify.

(7x2=14)

PART C

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

17. What are the 7 C's and 4 S's of Communication skills required by a manager?
18. Which communication do you think is the most important? Give reasons to support your answer.
19. What factors contribute to the appearance of a person? What can the person communicate through his/her appearance?
20. Rewrite the following as directed:
Change to indirect speech:

- i) The teacher said “the earth is round”
- ii) She said “I have written her a letter”.

Change to Passive voice:

- i) I was doing the work
- ii) Prepare yourself for the test

Correct the following sentences:

- i) Everybody know English
- ii) One of my friends have come

- 21. What are the main objectives of writing circular letters?
- 22. Explain the subject – verb agreement with examples
- 23. Draft a reply to the advertisement given below: Wanted from 1st June for English Medium School, trained lady teachers with B.A., B. Ed., preference will be given to higher qualified and experienced teachers. Posts 2, age below 35.
- 24. What is meant by agenda? Write an example.

(5x6=30)

PART D

IV. Answer ant two questions. Each question carries 15 marks.

- 25. ‘Body language makes a powerful impact on others.’ Explain this statement with regard to the many aspects of Body language.
- 26. Discuss the main barriers to executive communication.
- 27. Audience analysis is a very integral part of any effective report writing. Discuss.
- 28. Draft two letters:
 - i) A letter of complaint from a customer who has found that the paint supplied to him is not up to the mark
 - ii) A suitable reply to the above customer’s letter of complaint

(2x15=30)