



24019424

QP CODE: 24019424

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, MAY 2024**

Second Semester

B.A English Literature and Communication Studies Model III (Double Main)

Core Course - EN2CRT06 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

92992A40

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Write short note on completeness.
2. SMS.
3. Discriminative listening.
4. Define paralanguage.
5. What are follow up letters?
6. What is an abstract?
7. What is Feedback?
8. What is GIF in multimedia?
9. Dunning letters.
10. What is grape vine communication?
11. What is social responsibility in communication?
12. State the media of oral communication.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What are the limitations of oral communication?
14. Write a short note on role of communication in motivating people.
15. Write a short note on role of communication in motivating people.
16. Write a letter to the bank manager near your house enquiring about the availability of gold loan in their bank.
17. How does effective communication incorporate the basic elements of communication?
18. Why is communication regarded as the key to success?
19. Differentiate between telex and telephone.
20. Write a letter to your customer notifying about exceeding of his/her credit limit.
21. What is MPEG?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. How do you think cross culture communication affect international business? Identify a tool that allows you to measure the impact of culture in international business.
23. A sales promotion letter must possess the AIDA formula. Explain with an example.
24. Explain the role of cross culture in communication stating the advantages and disadvantages of it.
25. What is the role of technology in the advancement of communication. Explain its effect on global village.

(2×15=30)

