



QP CODE: 20101149

Reg No :

Name :

B A DEGREE (CBCS) EXAMINATION, NOVEMBER 2020

Second Semester

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

Core Course - EN2CRT06 - BUSINESS COMMUNICATION

2017 ADMISSION ONWARDS

62486F27

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Business correspondence
2. Empathic listening
3. Discriminative listening
4. What is memo?
5. What are follow up letters?
6. What is an organisation barrier?
7. What is subject line in a formal letter?
8. What is a facsimile in communication?
9. What is a complimentary close in letter?
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. How is communication a social activity?
14. What are the principles of a good communication?
15. What are the limitations of oral communication?
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. What is multimedia? What are the components, tools of multimedia? Give an example
20. Write a letter to your customer notifying about exceeding of his/her credit limit.
21. What is cyber bullying? How do you think you can help your friend from a cyber attack?

(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. Explain complaint letter with an example. On receipt of the complaint, what the seller should do?
24. Explain the role of cross culture in communication stating the advantages and disadvantages of it.
25. Evaluate the pros and cons of tik tok among the youth in India. Do you think such advancements in technology will spoil the young generation.

(2×15=30)

