



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ENGLISH LITERATURE

FOURTH SEMESTER – **APRIL 2014**

EL 4203/4204 - BUSINESS COMMUNICATION

Date : 01/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

I Answer FIVE of the following questions briefly in about 75 words each : 5 x 6 = 30

1. **Pope Francis's** recipe for a successful marriage is the use of three magical words: "Please, thanks and sorry". Comment.
2. Why is '**Small Talk**' a big deal ?
3. What are the cardinal principles of good listening, in your opinion ?
4. Is it true to say that your **Resume** is the first window to your personality ?
5. What do you mean by '**Table Talk**' ? Illustrate.
6. How important is **Body Language** in today's context ?
7. What is meant by **New Block American Style** in Letter Writing ?
8. Do you think Spelling and Grammar are absolutely necessary in the age of texting, Twitter and Face Book ?

SECTION-B

II Attempt any **FOUR** of the following middle-length essay questions in not less than 150 words each : 4x 10 = 40

9. Attempt an appreciation of the various strategies involved in effective reading.
10. Present your 'Curriculum Vitae'/Resume for a job application of your interest.
11. Construct a **Group Discussion** among the executive officers of two companies initially to evolve by-laws for an **MOU** (Write it in a dialogue format).
12. What are the hindrances identified in comprehensive reading ?
13. Great speakers were good listeners first. Do you agree with the view ? Debate.
14. What are the essentials of **Telephone Etiquette**, in your view point ?

SECTION-C

III Answer any **TWO** of the following application-oriented questions (Word limit :250 words or 2 pages) : 2 x 15 = 30

15. **Simulate** a situation in which you are encountering an alumnus/alumnae of Loyola College in a flight to the Andaman Islands, and you indulge in a **Small Talk** with him/her. Write out the dialogue.
16. What is the mechanics of writing a memo ? Serve a memo to a lady employee, who is regularly irregular, as the Assistant Manager of a company.
17. What are the many steps required for **Report Writing** ? **Imagine** you are the **IQAC Coordinator** of the College. Write a brief Report about the functioning of the college, to be sent to **UGC** or **NAAC**.
18. What is cross-cultural communication ? How will you practise **Table Manners**, if you are sent as an envoy to Japan ?
