



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.SC & B.Com. DEGREE EXAMINATION – VISCOM & COMMERCE

FOURTH SEMESTER – APRIL 2015

EL 4203 - BUSINESS COMMUNICATION

Date : 25/04/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

SECTION-A

Answer FIVE of the following questions briefly in about 75 words each:

(5 x 6 = 30)

1. Why are good manners important in social relationship?
2. Provide the benefits of downward and upward communication.
3. Describe dialects and its various types.
4. Substantiate the features of signposting.
5. Explain the technique SOARA in interview.
6. Why is the reading skill so important?
7. Trace the various phases of Professional Calls.
8. Explain effective listening.

SECTION-B

Attempt any FOUR of the following in 150 words each :

(4x 10 = 40)

9. Put up a notice on the college bulletin board, asking the department Captains and the vice -captains to meet at the auditorium to discuss about the Athletic Meet of the year with the Principal and the Vice-Principal.
10. Illustrate do's and don'ts of an interview.
11. Your local newspaper published an advertisement asking people to help with environment projects in your area. Write a letter to the project manager to offer your help.
12. Define memo and the various strategies to be employed for writing an effective memo.
13. Discuss the principles and barriers of listening.
14. Discuss the significance of body language and its various types.

SECTION-C

Answer any TWO of the following application-oriented questions

(Word limit :250 words or 2 pages)

(2 x 15 = 30)

15. Write a letter to the editor of a newspaper highlighting any four problems faced by commuters in city buses.
16. Draft dialogues of a Group Discussion among five interviewees on the topic, 'Religion should not be mixed with Politics'.
17. Write curriculum vitae with proper objective to apply for Postgraduate Study in a foreign university.
18. Write a report on different barriers to effective business communication and ways and means to overcome them.
