



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.SC.,B.Com.DEGREE EXAMINATION – VIS.COM.& COMMERCE**

FOURTHSEMESTER – APRIL 2018

**EL 4203- BUSINESS COMMUNICATION**

Date: 02-05-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**I. Answer any FIVE of the following questions briefly in about 75 words each:  
(5 x 6 = 30)**

1. Why do speakers use Signposting words in Public Speaking?
2. Provide eight instructions to be followed by all people to aware of their health.
3. Bring out the difference between Stress and Intonation.
4. How can Role play effectively be used in the classroom?
5. Why is Small Talk a big deal? Provide 8 good reasons to make small talk.
6. How do you handle angry complain calls?
7. How important is Body Language in today's context?
8. Do you think Spelling and Grammar are absolutely necessary in Social Media?

**SECTION-B**

**II. Attempt any FOUR of the following in 150 words each: (4x 10 = 40)**

9. Write a letter to the editor of a newspaper highlighting any four environmental problems faced by people of India.
10. Describe different types of interviews and its Do's and Don'ts, before, during and after an interview.
11. Illustrate the significance of Telephone Etiquettes and different phone call situations with examples.
12. Discuss the various active listening strategies.
13. Explore the benefits of engaging of Small Talk and provide tips to master the Art.
14. Write down Do's and Don'ts before, during, after in an interview.

**SECTION-C**

**III. Answer any TWO of the following application-oriented questions:  
(2 x 15 = 30)**

15. Draft a dialogue for a Group Discussion among five interviewees on the topic, 'Religion is a private matter and should be of no concern to the state'.
16. Prepare your resume with a cover letter to apply for the post of Marketing Executive in JAINSONS Electronics, Chennai.
17. What are the many steps required for Report Writing? Imagine you are the chairman of the college. Write a brief Report about the functioning of the college, to be sent to Dean of Students.
18. Draft the memo to your boss addressing on exploring ill treatment at work.

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