



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.C.A. DEGREE EXAMINATION – COMPUTER APPLICATIONS

FIRST SEMESTER – NOVEMBER 2011

EL 1900 - BUSINESS COMMUNICATION

Date : 11-11-2011
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

I) Answer any TEN of the following questions:

10x3=30

1. Explain the terms *Channel* and *Medium*.
2. Comment on the *neutral accent*.
3. a) What is *diphthong* in English phonetics?
b) Identify the diphthongs in the following words and write them separately, specifying the diphthongs.
i) Sure, ii) Cable, iii) Queue, iv) Road, v) Bear, vi) Court, vii) Honest, viii) Teacher.
4. Place the stress-marks on the appropriate syllables on the words given below.
i) Se-mes-ter ii) Pro-ce-dure iii) Com-pe-ti-tion iv) Pho-to-gra-phi-cal v) Co-me-di-an
vi) Me-cha-nic
5. What is *noise* in communication process?
6. What is *horizontal flow* in organizational communication?
7. Explain the term *group* with reference to Group Discussion.
8. What is D.O letter? What are its features?
9. What is the importance of *eye contact* in communication?
10. Define *Space Language* and show its importance for communication.
11. Write about the *rumour mechanism* in business communication.
12. Explain the terms *Cliché*, *Slang* and *Euphemism* with examples.

II) Answer any EIGHT of the following questions:

8x5=40

1. Imagine that you are the manager of an export company and your consignment of handicrafts to New York has been damaged during a voyage. Submit a claim for compensation from the insurance company stating all the necessary facts.
2. Imagine that you are the secretary of the Employees Union. Prepare the minutes of the meeting based on the notice and agenda of a meeting given below.

Notice

The General Body meeting of our Employees Union will be conducted at 6.30 pm tomorrow (12.10.2011) at Thanthai Periyar Auditorium. All the members of our union are asked to attend the meeting without fail.

Agenda

- i) Welcome address by the Vice President.
- ii) Reading of the minutes of the previous meeting.
- iii) President's address.
- iv) Regularization of services of the temporary staff.
- v) Deepavali Bonus.
- vi) Any other, with the permission of the chair.
3. What are the differences between *Seminar* and *Panel Discussion*?
4. A sales promotion letter must possess AIDA formula. Explain.

5. Write short notes on the following:

a) Salutation b) Reference Number c) PS

6. Explain the characteristics of a good speech.

7. What guidelines should be followed while writing a project report?

8. What are the points that the interviewer should keep in mind with regard to the conduct of an interview?

9. What do you mean by *group dynamics*?

10. What is *teleconferencing*?

III) Write any TWO of the following questions:

2x15=30

1. What are the barriers to communication? How to overcome them?

2. Describe the modern technological means of communication.

3. Describe the process of communication with illustration.
