 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.A.** DEGREE EXAMINATION – **COMPUTER APPLICATIONS**

FIRST SEMESTER – APRIL 2011

# EL 1900 - BUSINESS COMMUNICATION

Date : 20-04-2011 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**I. Answer any TEN of the following:** (10x5=50)

1. What is ‘noise’ in the process of communication?

2. How is Communication important in business organizations?

3. What is the difference between Channel and Medium?

4. What is ‘accent’ in English Pronunciation?

5. Place the accent (Stress) marks on the appropriate syllables of the words given below:

a. Plea sure

b. pro fe ssor

c. mea ning

d. fan tas tic

e. ca pa ci ty

f. ca det

6. Explain the terms ‘slang’ and ‘cliché’ with examples.

7. What is Minutes writing?

8. What are the advantages of oral communication in business organization?

9. How is ‘Panel Discussion’ conducted?

10. What is ‘downward flow’ in business communication?

11. Explain ‘Grapevine’ in business communication?

12. How is ‘Memo’ used in official communication?

**II. Answer any FIVE of the following:** (5x8=40)

1. How is a ‘seminar’ different from ‘Panel Discussion’ and how are they conducted?

2. **A Leading software company requires smart young people for its new projects.**

**Please contact: 044 48586811.**

If you had responded to the above advertisement how would a conversation

between the advertiser and you have taken place. Write an imagined conversation.

3. What are the advantages and disadvantages of written and oral channels?

4. Write a resume to be E.mailed to the advertiser.

**NEW TECHNO SOFT, 27, CATHEDRAL ROAD, CHENNAI-34.**

IT Company requires Managers, Team Leaders and Executives for its new branches in

Coimbatore and Tiruchirapalli: Qualified persons may send their Resume.

5. How does ‘Body Language’ enhance the effectiveness of oral communication?

6. What are the parts of a business letter?

**III. Write any ONE of the following:** (1x10=10)

1. What are the features of effective communication?

2. Describe the process of communication with suitable illustration.

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