



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.SC. & B.Com. DEGREE EXAMINATION – VISUAL COMMUN. & COMMERCE

FOURTH SEMESTER – APRIL 2016

EL 4203 - BUSINESS COMMUNICATION

Date: 27-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

I. Answer any FIVE of the following questions in about 75 words each:

5 x 6 = 30

1. Highlight the qualities of Conventional and Lateral Leaders.
2. 'The rules of good manners are the traffic lights of human interaction'. Comment.
3. What's your best ice breaker when meeting someone new?
4. How to improve communication between Superiors & Subordinates?
5. Why is proofreading so important? What do you look for when you proofread your work?
6. Bring out the difference between Stress and Intonation.
7. Prepare a notice to be displayed to the students to explain the importance of voting.
8. Describe the features of signposting with examples.

SECTION-B

II. Attempt any FOUR of the following in 150 words each :

4x 10 = 40

9. Explain the importance of 7cs of communication in business contexts.
10. Describe different types of interviews and its Do's and Don'ts, before, during and after an interview.
11. Draft the memo to your boss addressing on Workplace Stress.
12. Loyola College, Chennai is organizing a Cultural Exchange Trip to Spain during winter break in order to exchange student's exposure to the culture and heritage of Spain. 20 % of the travel and food expenses will be done by college on behalf of principal of your college. Draft a circular to be sent to the parents giving the information or details about the exchange trip. Invent other details.
13. Elaborate the principles of clear and effective of four major formal communicative skills in Business Communication in English.
14. Illustrate the significance of Telephone Etiquettes and different phone call situations with examples.

SECTION-C

III. Answer any TWO of the following application-oriented questions (Word limit :250 words or 2 pages):

2 x 15 = 30

15. What are the steps required for Report Writing? Imagine you are the social writer. Write a report on the biggest challenges to reduce influence of money power on voting in forthcoming elections.
16. Elucidate the comprehend information about an interview, its types and methods of success.
17. Construct a Group Discussion among five interviewees on 'what makes 2016 State General Elections different from previous electoral battles'? (Write it in a dialogue format).
18. Prepare your effective resume with a cover letter to apply for the post of wildlife photographer in IFAW (INTERNATIONAL FUND FOR ANIMAL WELFARE).
