



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FOURTH SEMESTER – APRIL 2017

EL 4203 - BUSINESS COMMUNICATION

Date: 29-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

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

(5 x 6 = 30)

1. Why is Signposting important in public speaking?
2. What do you understand by 'Telephone Etiquette'?
3. Explain the different approaches to reading with examples.
4. Explain Register in Spoken communication.
5. What are the skills needed for a good reader?
6. What are the functions of written communication?
7. "Please, thanks and sorry" are the three keywords in Interpersonal communication. Explain.
8. Correct the errors in the following sentences.
 - a. Jeba and myself came to your house yesterday.
 - b. I will do my level best.
 - c. Are you having a calculator?
 - d. We were discussing about the new movie.
 - e. The training will be conducted between 3rd to 5th May.
 - f. He teaches very well, isn't it?

SECTION-B

II Attempt any FOUR of the following in 150-200 words each:

(4x 10 = 40)

9. Body Language plays an important role in non-verbal communication. Substantiate
10. What is the significance of "listening" in business context? Describe the different types of listening.
11. Discuss the types of Speaking with examples.
12. What are the barriers to reading? Give the strategies for effective reading.
13. Illustrate the do's and don'ts of an interview.

SECTION-C

III Attempt any TWO of the following:

(2x 15 = 30)

14. Present your 'Curriculum Vitae' and apply for a job based on the advertisement given below.

JOB opening for Personal Assistant/PRO with Good Communication skills/Computer skills in Leading Holiday Management Co.

Qualification: Any Degree. Age: Below 30 years. Must be willing to travel abroad.

15. Draft the report of a committee appointed to inspect unnecessary cutting of trees in the city and make recommendations for the motivation of the volunteers.
16. Imagine yourself as the leader of the group comprising of five members (A,B,C,D,& E). and write a group discussion on the topic 'Corruption in Politics'.

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