

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

MCA DEGREE EXAMINATION

FIRST SEMESTER – NOVEMBER 2007

AL 1

EL 1900 - BUSINESS COMMUNICATION

Date : 05/11/2007
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

Answer any TEN of the following in about 250 words each: (10x10=100)

1. Explain the features and the process of communication and also write about the differences between business communication and other types of communication.
2. Write a short note on the following terms with examples:
 - a. Symposium
 - b. Conference
 - c. Convention
 - d. Panel Discussion
3. How do the following factors, Planning, Researching and Writing, play a vital role in the process of business presentations?
4. How do the following factors, 1) Audience, 2) Situation, 3) Purpose and 3) Structure affect the drafting of an email?
5. Discuss the salient features of a business report with illustrations.
6. Explain the powerful role of body-language and tone in effective oral communication, with examples.
7. Write a report on a computer based programme that you have designed to maintain a database of the students of Loyola College, Chennai.
8. Explain briefly what a memo is and how it differs from other forms of business transaction and also draft a memo assuming that you are the Manager of Sales Division in Hyundai Motors India Pvt Ltd and request for the cooperation of your subordinates to identify the problems in sales and suggest some solutions to overcome the same.
9. Write briefly on the importance of an appropriate cover letter and suitable resume for applying for job. Read the following advertisement and prepare an effective resume for the same.

CSC India Pvt. Ltd., www.csc.com. Founded in 1959, Computer Sciences Corporation is a leading global IT Services company. CSC provides innovative solutions for customers around the world by applying leading technologies and CSC's own advanced capabilities. These include systems design, integration, IT, Business Process Outsourcing (BPO), applications software development, web application hosting, management and

technology consulting. With approximately 80000 employees. The company had the revenue of \$ 14.6 billion for the 12 months ended Dec' 30 2005. Global teams of CSC for the product led services, infrastructure services and application services are now based in India, making it the 3rd largest location for CSC worldwide. CSC process in India conforms to SEI CMM level 5, PCMM Level 5, BS7799 and BSI5000 standards. CSC India is ramping up its headcount across its offices in India (Noida, Indore, Hyderabad and Chennai). Currently we are looking for professionals with following skill sets to join our global team.

Designation	Training Coordinator
Job Description	Specific Responsibilities 1. Coordinate with teams to prepare TNI 2. Schedule trg. Programs as per the TNI 3. Liason with vendors / external / internal trainers to conduct trg. Programs 4. Coordinate with CSC support functions for preparing PO/PR as well as admin team for logistics of trg. . 5. Prepare various reports related to training and development 6. Resolve helpdesk calls related to TIS.
Desired Profile	Graduate with pref. some experience in training
Experience	1 - 3
Industry Type	IT-Software/ Software Services
Functional Area	HR / Administration, IR
Education	UG - Any Graduate - Any Specialization PG - Any PG Course - Any Specialization
Location	Delhi
Keywords	training
Contact	CSC India Pvt Ltd
Email	sshah31@csc.com
Job Posted	17 Oct
Reference	Training Coordinator

10. Explain briefly the features of agenda for a meeting and prepare the same imagining that you are the CEO of HCL and you intend to meet the Team Leaders of various projects regarding the launch of a new product where you would discuss marketing strategies for the same.

11. Discuss the essential criteria of minutes writing for a formal meeting and prepare the same based on any one of the following:

- a) Board meeting, Hindustan Lever P ltd
- b) Press conference on the newly appointed directors for Reliance Insurance India
- c) Monthly meeting of sales representatives of Oxford University Press

12. If you were the manager of the customer service center of Godraj & Boyce Mfg Co Ltd, how would you reply to the letter of an anxious customer who complains that he has received goods from your company in damaged condition?
