LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – NOVEMBER 2010

# EL 1900 - BUSINESS COMMUNICATION

Date : 11-11-10 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**I** Answer any TEN of the following questions: (10x3=30)

1. Differentiate between the terms *Channel* and *Medium.*
2. Give the meaning of the following words used in business context.
3. Disburse
4. Retrench
5. Etiquette
6. Headhunt
7. Money laundering
8. Perks
9. Explain the term *neutral accent.*
10. Explain with examples the three kinds of speech sounds in English.
11. How is *Grapevine* considered as one of the communication methods in business organizations?
12. In the following words there are six words with diphthong sounds. Identify those words and write them separately.
13. Manager
14. Care
15. Sure
16. Queue
17. Road
18. Say
19. Bucket
20. Kind
21. Deer
22. What is *panel discussion?* In what way is it different from *seminar*?
23. What is *Kinesics?*
24. What are the different *information flows* in business communication?
25. Rewrite the following sentences, correcting the errors if any
26. He is one of my best friend.
27. The Principal as well as the Professors have supported the students.
28. The two brothers are helping one another.
29. Punctuate the following:
30. Please send the following items 21 reams of bond paper 12 red pencils 3 gum bottles 17 file covers
31. Sunder managed to pay the college fees because of earn while you learn scheme
32. Mr Prasad who has been serving the firm for the last 15 years is going to chair the session on sales promotion
33. How are different *salutations* used in letter writing?

II Answer any TEN of the following (10x6=60)

1. How will you organize Oral presentation?
2. What are the essentials for the candidate to be successful at the interview?
3. What is *memo*?

An employee in the sales section has been in the habit of being absent frequently. Imagining that you were the Manager of the company, prepare an internal memorandum to be issued to the employee.

1. What are the essentials of *group discussions?*
2. What are the advantages of effective communication system in business organization?
3. Write about the wide range of electronic media created by modern communication technology.
4. What are the different types of *listening?*
5. Write about the Stress and Intonation as features of Para linguistic communication .
6. What are the essentials of effective communication?
7. Describe the SEVEN parts of standard letters.
8. Imagine that you were the manager of a company situated on the outskirts of Chennai. Your company’s productivity is affected due to late coming of the employees. The head office has asked you to send a report. Prepare a suitable report.
9. How does *body language* contribute to the effective oral communication?

III Answer any **ONE** of the following (1x10=10)

1. What are the barriers to communication? Suggest some strategies to overcome them.
2. Prepare a suitable covering letter and curriculum vitae pertaining to the advertisement given below:

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| A leading software company in Chennai is looking for young and energetic executives for its development team. Send your resume :  P.O. Box No 12345  The Hindu  Chennai 600 002 |

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