

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, JANUARY 2023**

Third Semester

FB 7—BUSINESS COMMUNICATIONS

(2020 Admissions—Regular/2018, 2019 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

*Answer any five questions.
Each question carries 3 marks.*

1. What do you mean by Post Script ?
2. Give the differences between Formal and Informal Communication.
3. Narrate the components of a Sales Letter.
4. State the points to be considered while drafting a business report.
5. Define Agenda.
6. Mention the various steps relevant in mastering Communication Skills.

(5 × 3 = 15 marks)

Part B

*Answer any three questions.
Each question carries 10 marks.*

7. Write an application letter for the post of an office secretary, to ABC Private Limited, Ernakulum using dummy names and address.
8. In business communication Courtesy and Clarity are as important as consciousness and completeness. Discuss.
9. Describe the characteristics of a good speech. What points should be kept in mind while drafting a speech.
10. Explain the nature of Communication Channel. Also discuss the barriers of communication.

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

11. What important points should the chairman of a meeting keep in mind in order to run the meeting smoothly and successfully. Give illustrations wherever possible.
12. Name the parts of a good business letter and draw a diagram indicating the position of each part in the letter.
13. Do you agree that the art of face to face communication can be achieved through conscious efforts, If so, how does one achieve effectiveness in oral communication ?

(2 × 15 = 30 marks)