

G 1309

Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, JUNE 2022**

Third Semester

FB 7—BUSINESS COMMUNICATIONS

(2019 Admissions—Regular)

Time : Three Hours

Maximum : 75 Marks

Part A

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

1. Define Communication.
2. Narrate the skills needed for inter personal communication.
3. Write notes on Impromptu Speech.
4. Show a brief summary of office report.
5. What do you mean by Attention Value ?
6. Prescribe guidelines to use a telephone talk.

(5 × 3 = 15 marks)

Part B

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

7. Draft a letter for placing an order for 200 laptops in response to a quotation.
8. What is a Report ? Explain the criteria for selecting a suitable type of reports.
9. Enumerate the points to be included while drafting a letter by the company secretary.
10. "The art of speaking is made up of five things-invention, arrangements, style memory and delivery". Discuss.

(3 × 10 = 30 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

11. Discuss the essentials of a good business letter.
12. Describe elaborately the skills or essentials needed for an effective presentation.
13. State the functions of communication and also discuss the different types of communication.

(2 × 15 = 30 marks)