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Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE  
EXAMINATION, JUNE 2024**

**Third Semester**

**FB 7—BUSINESS COMMUNICATIONS**

(2022 Admissions—Regular/2018 to 2021 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 Minutes ?
2. State the meaning of "Extrepore Speech".
3. Distinguish between Formal and Informal communication.
4. "The art of managing of mouth carries a premium." Explain.
5. Write notes on "Full Block Form".
6. Mention the necessary steps to be taken before calling a meeting.

(5 × 3 = 15 marks)

**Part B**

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

7. In written communication courtesy and clarity are as important as conciseness and completeness. Discuss.
8. What is a report ? List the main points to be considered in drafting a report.
9. Discuss the characteristics of a good speech. What points should be kept in mind while drafting a speech ?
10. What do you mean by Oral Communication ? Explain its significance.

(3 × 10 = 30 marks)

**Part C**

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

11. What are the essentials of a good business letter ? Discuss at least four of them with suitable illustrations.

**Turn over**

12. Elucidate the points to be considered while drafting a job application. Illustrate it, with an example.
13. Discuss the different communication channels and also indicate the barriers of communication in each channel.

(2 × 15 = 30 marks)