

F 4501

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Reg. No.....

Name.....

FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE

EXAMINATION, DECEMBER 2023

Third Semester

FB 7—BUSINESS COMMUNICATIONS

(2021 Admissions—Regular/2018, 2019 and 2020 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 Grapevine communication ?
2. Distinguish between Conference and Seminar.
3. Write notes on Dyadic communication.
4. Define Agenda.
5. What is a Post Script ?
6. List out three important qualities of a good speaker.

(5 × 3 = 15 marks)

Part B

Answer any three question.

Each question carries 10 marks.

7. Write a letter placing order for 100 steel chairs and 25 steel folding tables in response to a quotation.
8. Discuss the different types of speeches in business.
9. What do you mean by communication skill ? Identify factors for development of communication skill.
10. Describe the features of a good Sales letter.

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks

11. What is Communication ? Discuss the barriers to communication.
12. What do you mean by Oral Communication ? Discuss the merits and demerits of oral communication.
13. What are the different types of Business letter ? Also illustrate a layout of a business letter.

(2 × 15 = 30 marks)