

25801119

(Pages : 2)

Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, MARCH 2025**

Third Semester

FB 7—BUSINESS COMMUNICATIONS

(~~2023~~ Admissions—Regular/2018 to 2021 Admissions—Supplementary)
2023

Time : Three Hours

Maximum : 75 Marks

Section A

Answer any five questions.

Each question carries 3 marks.

1. What is informal communication ?
2. What do you mean by upward and downward communication ?
3. What are the types of public speeches ?
4. What is office note in business communication ?
5. Write a short note on any two forms of layout of a business letter.
6. Explain the 4 A's of a sales letter.

(5 × 3 = 15 marks)

Section B

Answer any three questions.

Each question carries 10 marks.

7. Explain the emerging issues in business communication.
8. Briefly describe the ways to develop communication skills.
9. Draft a notice and agenda for an Annual General Body Meetings of an organization.
10. Define resume. Give its format contents.

(3 × 10 = 30 marks)

Turn over

Section C

Answer any two questions.

Each question carries 15 marks.

11. What is communication process and explain the steps involved in it ?
12. As the Manager of bank, write a sales letter to your customers to promote the credit cards introduced by your bank.
13. Explain the principles, objectives and elements of communication.

(2 × 15 = 30 marks)