

S.NO: 22N1- BVMEC

Course Code: VLEC

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

B.Voc (Marine /Software) Degree Examination – English III

III Semester – November – 2022

ELC III – BUSINESS COMMUNICATION I

Time: 3 hours

Maximum Marks: 75

Section –A

(10X2=20)

Answer **ALL** the Questions

1. Write the etymology of the word 'communication'.s
2. How do you relate 'posture' with communication ?
3. What is 'structure' in a good speech or an oral presentation ?
4. What will you consider as the first component of oral presentation ?
5. State any two guidelines to persuade the buyer through a Sales Letter.
6. Write the purpose of an Enquiry.
7. What are the two types of Application Letters.
8. What is Internet ?
9. Give the expansion of ECS.
10. Define 'Websites'.

Section -B

(5 X 5=25)

Answer **ALL** the Questions

11. (a) Discuss the Objectives of Communication.

(OR)

(b) Discuss the barriers to Communication.

12. (a) Brief the goal of a presentation.

(OR)

(b) Write the principles of effective oral communication.

13. (a) Discuss the different types of Business Letters.

(OR)

(b) Write the structure of a Business Letter.

14. (a) Bringout the sequence of information usually given in Job Application Letter.

(OR)

(b) Discuss the importance of Business Letters.

15. (a) Write a note on Blogging.

(OR)

(b) Discuss the merits of Social Media related to communication.

Section -C

(3 X 10 = 30)

Answer any **THREE** Questions

16. Discuss the importance of effective communication.
17. Explain the techniques of Effective Speech.
18. Explain the Qualities of Essentials of Business Letters.
19. Discuss the Layout of Business Letters.
20. Analyse the role of new technologies in Business Communication.
