

S.NO: 22N1- UENS3

Course Code: BNS3

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

B.A (English) Degree Examination

V Semester – November – 2022

SBE III – BUSINESS COMMUNICATION

Time: 3 hours

Maximum Marks: 75

Section –A

(10X2=20)

Answer ALL the Questions

1. What is called communication?
2. What are the types of communication?
3. What is an E mail?
4. What do you mean by fax?
5. Write briefly on visual communication.
6. Write on the opening of a letter of complaint.
7. What is the memo used for?
8. What is a memo?
9. Write the purpose of minutes.
10. What is an Agenda?

Section -B

(5X5=25)

Answer **ALL** the Questions

11. a) Discuss the Attitudinal Barriers in communication.

(OR)

b) Write brief notes on the types of communication based on purpose and style.

12. a) How do you communicate through fax?

(OR)

b) Describe how business affairs are communicated through conferencing method.

13. a) Write the different kinds of Business Letters.

(OR)

b) Write the objectives of Enquiry Letters.

14. a) Write the methodology for preparing precis.

(OR)

b) Write the purposes of memos.

15. a) Mention the details to be given in Minutes.

(OR)

b) Write the steps to be followed for preparing an Evaluation Report.

Section -C

(3 X 10 = 30)

Answer any **THREE** Questions

16. Describe Effective Communication.
17. Discuss elaborately, finding, evaluating and processing information.
18. Explain the format of Job Application.
19. Write the usefulness of Circular Letters.
20. Write an essay on Evaluation Report.
