

(6 pages)

Reg. No. : .....

Code No. : 32170

Sub. Code : JNEN 4 A/  
SNEN 4 A

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Fourth Semester

English

Non Major Elective — BUSINESS COMMUNICATION

(For those who joined in July 2016-2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. The Latin word "communicare" means \_\_\_\_\_  
(a) to give                      (b) to analyse  
(c) to share                      (d) to participate
2. The word DTP's expansion is \_\_\_\_\_  
(a) Desk Top Publishers  
(b) Desk Top Publishing  
(c) Desk Talk Population  
(d) Desk Top Population

3. \_\_\_\_\_ requires a minimum expertise  
(a) over head projector  
(b) film strips  
(c) television  
(d) black board
4. \_\_\_\_\_ is a miniature representation of communication aid  
(a) audio tape recorder  
(b) video tape recorder  
(c) models  
(d) blackboard
5. The report's first right hand page is called as \_\_\_\_\_  
(a) Table of contents      (b) Abstract  
(c) Acknowledgement      (d) Title of page
6. \_\_\_\_\_ includes the name and address of the sender  
(a) heading                      (b) body of the letter  
(c) salutation                      (d) enclosure



7. \_\_\_\_\_ is a list of sources consulted  
(a) bibliography (b) index  
(c) glossary (d) appendix
8. \_\_\_\_\_ is an official list of times of business to be translated at a specific meeting  
(a) notices (b) circular  
(c) agenda (d) minutes
9. \_\_\_\_\_ is a sectionalized one  
(a) notices (b) newspaper  
(c) television (d) bill cards
10. \_\_\_\_\_ emphasizes the visual likeness of an object  
(a) map (b) photograph  
(c) drawing (d) diagram

**PART B — (5 × 5 = 25 marks)**

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Give your views about language and communication.  
Or  
(b) What is the importance of communication in business firms?

Page 3      Code No. : 32170

12. (a) Write a short note on using blackboard as a teaching aid in business communication.

Or

- (b) List out the basic principles and guidelines for using the audio-visual aids.

13. (a) Analyse the preparatory steps of formal reports in the business communication.

Or

- (b) Trace the key factors of technical proposals in the business communication.

14. (a) Prepare an agenda for English literary association meeting of your college/university.

Or

- (b) Write a letter to your chief to congratulate him on his promotion as sales manager.

15. (a) Create an innovative advertisement for a popular brand of a bike.

Or

- (b) How does modern technology contribute to the advertisement field?

Page 4      Code No. : 32170

[P.T.O.]





**PART C — (5 × 8 = 40 marks)**

**Answer ALL questions, choosing either (a) or (b).**

**Each answer should not exceed 600 words.**

16. (a) Discuss the various barriers to communication.

**Or**

- (b) Examine the two role of communication in business organisations.

17. (a) Discuss the types of audio-visual aids to be used for effective communication.

**Or**

- (b) What is an e-mail communication? Explain the merits and demerits of E-mail communication in business.

18. (a) Discuss the style of a piece of written communication.

**Or**

- (b) Express your views about the technical proposal.

19. (a) Explain the various elements for writing a business letter.

**Or**

- (b) Give your views about mannuals.

20. (a) Describe the various features of advertisement in newspapers.

**Or**

- (b) Explain the types of Graphic Aids.
- 

