

MAY 2011

P/ID 77715/MBN1D

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

All questions carry equal marks.

Write short notes on the following:

1. Information.
2. Oral communication.
3. Cell phones.
4. Dicta phone.
5. Visual aids.
6. Offers.
7. Tenders.
8. Minutes of the meeting.
9. Committee.

10. Memos.
11. Websites.
12. Fax.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

13. Describe the essentials and importance of business communication.
14. Describe the merits of written communication.
15. Explain the merits of video conferencing.
16. Explain the importance of telephone answering machine in business.
17. Explain the occasions in which letters of enquiry are sent.
18. Explain the purposes of good letter of complaint.
19. Describe the characteristics of a good report.
20. Describe the features of websites and their uses in business.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

All questions carry equal marks.

21. "A good communication is a key to effective and efficient performance". Do you agree? Elaborate your answer in the light of objectives of communication.
 22. Discuss the need and importance of Audio – visual communication.
 23. Distinguish between offer and quotation. State the different types of offer.
 24. Write a letter requesting a director to disclose his personal interest in a contract.
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