

MAY 2012

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. Communication process.
2. Oral communication.
3. Intercom.
4. EPABX.
5. Visual aids.
6. Quotations.
7. Insurance letters.
8. Agenda.
9. Production reports.

10. Internet.
11. Notices.
12. Fax.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

13. Explain the merits of oral communication.
14. Describe the process of communication.
15. Explain the merits of video conferencing.
16. Explain the importance of multimedia.
17. Explain the occasions in which letters are sent.
18. Describe the different kinds of Reports.
19. Explain the systematic pattern of drafting the Press Report.
20. Describe the various modern forms of communication.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

All questions carry equal marks.

21. 'In what way communication is related to industrial peace and where does the responsibility of effective communication'? Discuss.
 22. Discuss the cost effectiveness of various communication devices.
 23. List out the various contents of an order letter. What are the merits of printed order form?
 24. Write as a secretary a letter to a director whom was absent for a board meeting.
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