

MAY 2013

**P/ID 77715/
MBN1D/MBS1D**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

All questions carry equal marks.

Write short note on the following :

1. Communication barriers.
2. Written communication.
3. Video conferencing.
4. Public address system.
5. Orders.
6. Collection letters.
7. Share holders.
8. Annual report.
9. Secretarial reports.

10. Circulars.
11. Reports.
12. e-mail.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

13. Describe the basic elements of communication.
14. Describe the demerits of oral communication.
15. Explain the uses of facsimile system (FAX).
16. Explain various uses of electronic mail in business.
17. Explain the elements of a good letter of complaint.
18. Describe the contents of out order letter.
19. Describe the characteristics of a good report.
20. Explain the important preliminary steps in writing a report.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

All questions carry equal marks.

21. Communication is as essential as anything because nothing can be achieved without it. Elucidate the statement under lying the importance of communication.
22. Describe the cost effectiveness of various communication devices.
23. Draft a letter cancelling your order placed some days earlier. Give reasons for the cancellation.
24. Write a letter requesting a director to attend a board meeting.