

MAY 2014

P/ID 77802/PMBSG

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain layout of a business letter.
2. Explain the communication in an advertisement.
3. Discuss the technology that helps in communication.
4. Explain 7Cs of communication.
5. Define memorandum.
6. Define planning business message.
7. What is meant by overdraft?
8. What is a letter of credit?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the three P's that a sales correspondent must know.
10. How is a notice different from circular?

11. How would you define a report? Explain its types.
12. How do we define minutes?
13. What do we mean by classified advertisement?
14. Define LAN.
15. What kind of information is not suitable to be sent through an e-mail?
16. Define IVRS.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. You are to prepare to negotiate with a prospective business partner from China. An expert North American colleague will be part of your negotiations team. What advice will you give your colleague regarding the Chinese values and etiquette and their role during negotiations? As an Indian what are the values you share with the Chinese, and which can be leveraged? (you will be with your team in China for 7 days)