

MAY 2016

P/ID 77802/PMBSG

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the fundamental elements of Business Communication?
2. Write the types of Business Letters.
3. Write a brief note on Testimonial.
4. List out the contents of Offer letter.
5. Define the term 'Agenda'.
6. What are the uses of minutes?
7. What is Non-verbal Communication?
8. Write a note on Dictaphone.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write a model complaint letter to the telecom department regarding problem in service.
10. Elaborate the principles of effective Communication.

11. Write a letter of application for the post of Probationary officer in a new generation bank. Please add a suitable CV separately.
12. Explain the need for acknowledgement letters.
13. What are the essentials of good report writing and explain the types of reports?
14. Elaborate the points to be considered while compiling a Press Release.
15. What are the points you will remember when drafting a speech?
16. Write down the strategies for effective business E-Mail messages.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Write an essay about video-conferencing in India.
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