

MAY 2013

P/ID 77802/PMBSG

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is fax?
2. What is executive summary?
3. What is Bio-data?
4. What is effective communication?
5. Define formal reports.
6. What is meant by skimming and scanning?
7. Why is the minutes of a meeting important?
8. Explain the structure of a business letter.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the barriers to communication in detail.
10. What are the different styles of report writing? Which style do you prefer? Why?

11. Distinguish between formal and informal communication.
12. Explain the characteristics of a good business letter.
13. Explain the characteristics of a good classified advertisement.
14. What are the various kinds of marine insurance? Explain any three of them.
15. What are the main objectives of writing circular letters?
16. Briefly discuss the various uses of the internet for business purpose.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Distinguish between formal and informal reports. What do you think are the salient features of a good formal report?
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