

MAY 2015

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

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short notes on the following :

1. Process of communication.
2. Forms of communication.
3. Business communication.
4. Public address system.
5. Preparation of speeches.
6. Appointment letters.
7. Status enquiry.
8. Orders and offers.
9. Production report.

10. Notices.
11. Reports.
12. Internal communication.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Highlight the importance of Business Correspondence.
14. Explain the principles of effective Communication.
15. Explain the various types of internal communication.
16. What do you mean by 'Extempore Speech'?
17. Explain in detail the causes of circular letter.
18. Explain the contents of minutes in general body meeting.
19. List the various advantages of Video Conferencing.
20. Explain the special features of e-mail.

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SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. What are the key notes to make a successful and dynamic organization in business communication?
 22. Discuss the role of communication in organized activity and why is communication the lifeblood of a business organization?
 23. Draft a circular letter to your customer regarding the opening of sale and service centre of four wheelers.
 24. What do you mean by website and state its various usefulness in business?
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