



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION
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FIRST SEMESTER – APRIL 2016

CO 1101 - MANAGERIAL COMMUNICATION

Date: 05-05-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part- A

Answer ALL the questions

(10 X 2=20)

1. What is internal communication?
2. What is meant by agenda?
3. What is strategy approach of case study analysis?
4. Mention any two features of an OHP presentation.
5. What is interpersonal speaking?
6. What is body language?
7. What is salutation?
8. What is meant by business etiquettes?
9. Mention any two features of a cancellation letter?
10. What do you mean by notice?

Part- B

Answer any FOUR questions

(4 X 10=40)

11. What preparation should an interviewee adopt before appearing for a job interview?
12. Discuss a few business etiquette rules, with examples.
13. Briefly explain the nature of communication.
14. Draft a resume with covering letter for the post of the Accountant in XYZ (P) Ltd.
15. What is a CV? How is a CV different from resume?
16. Draft a layout for a formal business letter.
17. Discuss the 7Cs of communication, with respect to business letters.

Part- C

Answer any TWO questions

(2 X 20=40)

18. Explain in detail the different types of communication.
19. What is a formal interview? Discuss the dos' and don'ts of an interview.
20. Explain the importance of case study method of learning.
21. Explain the various guidelines for an effective presentation. Discuss the impact of visual support for business presentation.