



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

CO 2105 - BUSINESS COMMUNICATION

Date: 26-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part- A

Answer ALL the questions

(10 X 2=20)

1. Define Communication.
2. What is non –verbal communication?
3. Define group discussion.
4. What is Exit Interview?
5. What is agenda?
6. Write any four advantages business letters.
7. What is empathy?
8. What is decision approach of case study analysis?
9. What is a Conference?
10. What is meant by presentation?

Part- B

Answer any FOUR questions

(4 X 10=40)

11. Explain objectives of business communication.
12. Distinguish between formal and informal interview.
13. Define the term Resume. How is a resume different from curriculum vitae?
14. Draft a job application for the post of the Marketing Manager of a company.
15. Explain the limitation of technological advancement in business presentation.
16. Explain the various types of meeting.
17. Write short notes on:
 - a. Media Management
 - b. workshop

Part- C

Answer any TWO questions

(2 X 20=40)

18. Explain in details the different types of communication.
19. Explain different parts of business letter and provide suitable examples.
20. Discuss the guidelines for preparation of effective meeting. Explain essential parts in minutes of a meeting.
21. Explain in details dos' and don'ts for effective case study preparation.