LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.B.A.** DEGREE EXAMINATION – **BUSINESS ADMIN.**

FIRST SEMESTER – NOVEMBER 2012

# CO 1101 - MANAGERIAL COMMUNICATION

Date : 03/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**Section A**

**Answer all questions: (10 x 2 = 20)**

1. Why communication is important to an organization?
2. How would you ‘persuade people’?
3. What is teleconferencing?
4. How is sales letters different from circular letters?
5. Mention any three important characteristics of good report.
6. State any three points to be considered in drafting a report.
7. What is ‘word Stress’?
8. How to overcome barriers?
9. State any three characteristics of written communication.
10. Explain listening as a communication tool.

**Section B**

**Answer any five Questions: (5 x 8 = 40)**

1. Write note on a) Noise in communication b)Status consciousness
2. How does language act as a barrier to communication?
3. Explain the different characteristics of a good report.
4. Explain the features of a good presentation.
5. Draft a suitable reply to a customer who has complained about the poor service of hard disc supplied by you.
6. Explain the functions of collection letters written in a series.
7. Mention any five situations at which circular letters may be sent.
8. Draft a sales letter to promote the discount sale in mega mart.

**Section C**

**Answer any two Questions: (2 x 20 =40)**

1. Draft a letter to Vasanth India ltd, Chennai, planning an urgent order with them for certain goods require for the forth coming winter season. Draw their attention to the need for prompt delivery.
2. Draft an application letter for the post of Auditor to Infosys technology ltd, Chennai.
3. Draft the minutes of a meeting of Tata Steels, Chennai, at which the following decisions were taken: a) foreign export b) Appointment of General manager c) Diamond jubilee celebration d) any other business matters.

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