



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.A. DEGREE EXAMINATION - ENGLISH LITERATURE**

**FIRST SEMESTER – APRIL 2013**

**EL 1900 - BUSINESS COMMUNICATION**

Date : 08/05/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**I. Write short notes on any SIX the following in about 100 words each:**

**(6x5=30)**

1. a) Symposium    b) conference
2. a) convention    b) panel discussion
3. a) seminar        b) workshop
4. Circular
5. Email writing
6. Memo writing
7. Merits of written communication
8. Importance of group discussion

**II. Answer any SEVEN of the following questions in about 250 words each:**

**(7x10=70)**

9. Explain the term, 'agenda' with an illustration.
10. Imagine that you are the Sales Manager of a mobile phone company and you are requested by the management to give a report about the sales and business profits and other suggestions to improve sales or products. Prepare a report.
11. Illustrate the term, 'minutes' with an example.
12. Write about the Do's and Don'ts of Email writing.
13. Discuss the importance of non-verbal communication in professional presentations.
14. Prepare a resume in response to the following advertisement:

Our company is going to start its operations very soon in Chennai. We need IT professionals at different levels. Qualified persons may send their resume within a week of this advertisement to:

Globus IT Solutions Ltd  
20/2, Gangadhar Avenue, Andheri  
Mumbai - 400069

15. Imagine that you are the HR manager of a firm. Draft a memo to your subordinate instructing him/her about a new project which you would like to give him/her for immediate completion.
16. Assuming that you are a manager of a sales company: write a business letter to your regular customer, who has complained about a faulty delivery of products he has received from your company.
17. Write an essay on the principles of effective writing in business communication

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