



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

**B.Com. & B.SC DEGREE EXAMINATION – COMMERCE & VISCOM**

**FOURTH SEMESTER – NOVEMBER 2016**

**EL 4203 - BUSINESS COMMUNICATION**

Date: 11-11-2016  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**I Answer FIVE of the following questions briefly in about 75 words each :**

**5 x 6 = 30 marks**

1. What are the cardinal principles of good listening, in your opinion ?
2. Why are good manners important in a social relationship ?
3. What are the nuances to be kept in mind, while writing a resume ?
4. Why is the reading skill so important ?
5. How important is body language in today's context ?
6. Describe the features of signposting with examples.
7. Do you think Spelling and Grammar are absolutely necessary in the age of Texting, Twitter and Face Book?
8. What is New Block American Style of letter writing ?

**SECTION-B**

**II Attempt any FOUR of the following middle-length essay questions in not less than 150 words each:**

**4 x 10 = 40 marks**

9. Discuss the principles of, and barriers to listening.
10. Explain the importance of 7 'C's of Communication in the business context.
11. What are the do's and don'ts of attending an interview ?
12. Discuss in detail the significance of body language and its various types.
13. What are the hindrances identified in comprehensive reading ?
14. What are the essentials of Telephone Etiquette, in your view point ?

**SECTION-C**

**III Answer any TWO of the following application-oriented questions (word limit: 250 words or 2 pages):**

**2 x 15 = 30 marks**

15. What is the mechanics of writing a memo ? Serve a memo, as the Assistant Manager of a company, to an employee, who is regularly irregular.
16. Write a letter to the editor of a newspaper, highlighting the problems faced by commuters in city buses.
17. Present your 'Curriculum Vitae'/Resume for a job application, of your interest.
18. What are the steps required for Report Writing ? Imagine you are a social worker. Write a report on the challenges faced in reducing the influence of money power in elections.

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