

Register Number :

Name of the Candidate :

7 1 5 2

**M.B.A. (Retail Management)
DEGREE EXAMINATION, 2009**

(FIRST YEAR)

(PAPER - II)

120. BUSINESS COMMUNICATION

December]

[Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5 × 3 = 15)

Answer any FIVE questions.

All questions carry equal marks.

1. What is business communication ?
2. What is a circular ?
3. Give the meaning of Non - Verbal Communication.
4. What is E - Mail ?

Turn over

5. What is Electronic Meeting ?
6. What is a Business Letter ?
7. What is oral report ?
8. What is Attention Line ?

SECTION - B (3 × 10 = 30)

Answer any THREE questions.

All questions carry equal marks.

9. What are the principles of effective Communication ? - Explain.
10. State and explain the essential contents of a sales letter.
11. What would you take as Company Secretary while writing letters to the share - holders ? - Discuss.

12. State and explain the contents of minutes of annual general body meeting.

13. What do you mean by website and state its usefulness in business ? - Discuss.

SECTION - C (1 × 15 = 15)

Answer ONE question.

14. Draft a feasibility report on setting up a bank branch in a small town.
15. Discuss the different types of interview in an organization.
16. What is teleconferencing ? Discuss its advantages and limitations.

SECTION - D (1 × 15 = 15)

(Compulsory)

17. Draft the minutes of the meeting of the Board of Directors of a company.