

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



**B.Com. DEGREE EXAMINATION – ECONOMICS**

**FIRST SEMESTER – NOVEMBER 2013**

**CO 1101 - MANAGERIAL COMMUNICATION**

Date : 07/11/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**Section A**

**Answer all questions**

**(10 x 2 = 20)**

1. Define the term “Communication”?
2. What is counseling?
3. State any three limitations of oral communication.
4. Why is written communication indispensable to an organization?
5. What is speed variation in speech?
6. What is the difference between internet and intranet?
7. In what way sales letters superior to an advertisement?
8. What is performance report?
9. Mention any four kinds of interview.
10. Why is the problem of collecting dues ticklish?

**Section B**

**Answer any five Questions**

**(5 x 8 = 40)**

11. What are the merits of formal channels of communication?
12. What are the organisational barriers to communication?
13. What are the salient features of a business report?
14. What is a presentation? Why oral presentation is effective?
15. You have received a large order from a customer, write a letter thanking him and asking him to furnish you the names of his banker and trade references.
16. “Collect the account but keep the customer”- Discuss this as a guiding principal for drafting of collection letter.
17. Mention the main objective of writing circular letters?
18. Draft a sales letter introducing a new model of bike from Honda Company.

**Section C**

**Answer any two Questions**

**(2 x 20 =40)**

19. How should a candidate behave during a selection interview?
20. Draft an application letter for the post of Business Development Officer to Wipro technology ltd, Chennai.
21. Draft the minutes of a meeting of Hyundai Company, Chennai, at which the following were taken: a) Allotment of Shares b) Appointment of auditor c) Founders day celebration d) any other business matters.

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