 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.C.A.** DEGREE EXAMINATION – **COMPUTER APPLICATION**

FIRST SEMESTER – **APRIL 2012**

# EL 1900 - BUSINESS COMMUNICATION

Date : 03-05-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

1. **Answer any EIGHT of the following: 8x5=40**
2. What is the difference between *‘Channel’* and *‘Medium’*?
3. Place the accent mark (‘) on the appropriate syllables of the following words.
4. Cal cu la tor ii) Po ten tial iii) Com pare iv) Ve lo cit y v) Tre men dous
5. What is ‘*neutral accent*’?
6. Write briefly about ‘*body language*’.
7. How does *‘grapevine’* communication take place in business organizations?
8. Differentiate between ‘*euphemism*’ and *‘slang’*
9. What are the different ways of *complementary close* in business letters?
10. What is the importance of *minutes writing* in meetings?
11. What is *upward communication* in business organization?
12. Write about *telephone etiquette* (manners).
13. **Answer any FIVE of the following: 5x8=40**
14. Describe briefly the process of communication
15. What are the different types of *‘listening’?*
16. A) How is ‘*Panel Discussion*’ conducted?

B) How is P*anel Discussion* different from *Seminar*?

4. Read the advertisement given below and prepare curriculum-vitae in response to it.

**Young India Enterprise** is looking for dynamic executives to manage branches in South India. Post graduates with or without previous experience can send resume to **Young India Enterprises, Sterling Road, Chennai-600034.**

5. a) How is ‘*listening’* a skill?

b) How does listening skill help a manager in an organization?

6. What are the points a candidate should bear in mind to be successful in an interview?

**III) Answer any ONE of the following: 1x20=20**

1. What are the barriers in communication?

2. Discuss the dynamics of *Group Discussion.*

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