

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.C.A. DEGREE EXAMINATION – COMPUTER APPLICATION

FIRST SEMESTER – NOVEMBER 2009

EL 1900 - BUSINESS COMMUNICATION

Date & Time: 13/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

I. Write your answers briefly on any TEN of the following:

10X 3=30

- | | |
|--------------------------------|------------------------------|
| 1. Neutral accent | 7. 'Diphthongs' in English |
| 2. 'Register' in communication | 8. Grape vine |
| 3. Memo | 9. Panel discussion |
| 4. Minutes writing | 10. Stress / accent |
| 5. Medium and channel | 11. Clichés |
| 6. Body language | 12. 'Noise' in communication |

II. Answer any EIGHT of the following questions.

8X 5=40

13. What are the differences between oral and written communications?

14. Place the stress mark (/) on the following words.

Spec ta cu lar co mmu ni ca tion co llege

im por tant ex pec ta tion fan tas tic ca det

pho to gra pher ca pa ci ty e co no my

15.

MODERN TEXTILE CORPORATION
23/8, AMBATTUR INDUSTRIAL ESTATE
CHENNAI – 600037

25.11.2009

Dear members,

The General Body meeting of our company will be held at 5.30 pm on 30.07.2009. All the members are requested to attend the meeting without fail.

Agenda:

- i. Chairman's address
- ii. Half yearly report of the company matters – by CEO
- iii. The proposed strike by the workers' union and immediate steps to redress their grievances
- iv. Building a school upto Higher Secondary level for the benefit of the employees' wards
- v. Contribution towards relief of the flood hit people in Andra and Karnataka
- vi. Any other, with the permission of the chair

/Sd/

Secretary

Imagine that you were the secretary in charge of conducting the meeting as mentioned above. Write the minutes based on the *agenda* given in the company's notice.

16. Write about the technical aspects of *communication process*.
17. What are the merits and demerits of written communication in business?
18. Comment on the errors in the telephonic conversation given below:
- A: I want to speak with you.
 B: May I know who is speaking?
 A: My name is Selvan. Who are you speaking?
 B: I am the manager of Global Technology. What can I do for you?
 A: I am MCA, studied in S.K. College, Chenglepatu.
 B: OK, come to the point. What do you want?
 A: I have seen last week your advertisement. I want details.
19. What are the different *information flows* in Business Communication?
20. What is the importance of *listening skill* in a Business context? What are the different types of *listening*?
21. What is *group discussion*? What is its importance in Business Communication?
22. a) Read the following letter and comment on its defects. b) Rewrite the letter in a better way.

FAMILY TRUST FINANCE
 NO. 33 SIVAGANGA ROAD
 NUNGAMBAKKAM
 CHENNAI – 600034

Sir,

We are not happy about your monthly payment towards the home loan you received from us. You have to pay a huge amount of arrears. You have asked for one month time to clear the arrears. We are sorry we cannot give.

If you don't pay action will be taken against you.

/Sd/

III. Answer any TWO of the following

2X 15=30

23. Prepare a covering letter and CV in response to the following advertisement.

Software professionals with excellent communication skills wanted for a multinational company in Chennai.

Candidates with required qualification may apply within 10 days of this advertisement.

Send your CV to The Hindu, Post Box No. 501, Chennai – 600002.

24. Imagine that you are a sales manager of a company which builds premium residential flats in metropolitan cities. As the marketing of residential flats has become very slow due to the economic recession your management wants a report from you.

Prepare a report stating the reasons for the present condition and your suggestions to overcome this crisis.

25. Write an essay on *social justice* and *caste - based reservation* in public sectors.
