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Register Number:

Name of the Candidate:

**B.B.A. DEGREE EXAMINATION, May 2015****(FINANCIAL PLANNING)****(SECOND YEAR)****610: BUSINESS ENGLISH**

Time: Three hours

Maximum: 100 marks

**SECTION-A****(10×2=20)****Answer any TEN questions**

1. What is non-verbal communication?
2. Explain the forms of communication.
3. What is encoding in communication?
4. What is extra-verbal communication?
5. Explain interpersonal communication.
6. Why is feedback considered important?
7. What is an appointment order?
8. What is a complaint letter?
9. Explain writing draft in report writing.
10. What is a sub report?
11. What is a business letter?
12. Mention the common errors in report writing.

**SECTION-B****(4×10=40)****Answer any FOUR questions**

13. Examine the basic elements of communication.
14. State the factors that determine the efficiency of communication.
15. Comment on communication networks.
16. Explain the process of intrapersonal communication.
17. Brief the style and tone of a business letter.
18. Write on the principles of writing a report.

**SECTION-C****(2×20=40)****Answer any TWO questions**

19. Discuss the importance of verbal and non-verbal communication.
20. Illustrate the different perspectives on organisational communication.
21. Examine the components and common layouts of the business letter.
22. Write on the different types of report and their characteristics.

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