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Register Number:

**6794**

Name of the Candidate:

**M.B.A.(Retail Management) DEGREE EXAMINATION – 2012****(FIRST YEAR)****(PAPER-II)****120. BUSINESS COMMUNICATION***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. What do you mean by feed back?
2. What do you mean by internal memo?
3. What do you mean by e-mail?
4. Define meta communication.
5. Define reports.
6. What do you mean by voice mail?
7. What are advantages of audio-visual aids?
8. What do you mean by special reports?

**SECTION-B****Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. What are the qualities of a good business letter?
10. How do you avoid commercial jargon? Give a few examples.
11. What are the special features of a good business order letter?
12. What are the use of registration of incoming mail?
13. State the advantages of written communications.

**SECTION-C****Answer any ONE Question****(1×15=15)**

14. What are the general rules noted for drafting a good report?
15. Briefly explain the limitations of teleconferencing method of communication.
16. Draft a letter on behalf of a bank manager giving information to a customer regarding the facility available in the bank for the safe custody of valuables.

**SECTION-D****COMPULSORY****(1×15=15)**

17.
  - a) What are the barriers that check effective communication? How can those barriers be overcome?
  - b) What are the essential characteristics of banking correspondence?

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