

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What is social letter?
2. What is English Phonetic?
3. What is Pronunciation?
4. Discuss function word.
5. Define accent.
6. What is paramount?
7. What is a hand-out?
8. Define the term clarity.
9. What is IPA?
10. What is Courtesy?
11. Give the purpose of resumes.
12. What is reference?

PART B — (6 × 5 = 30 marks)

Answer any SIX questions.

13. Give a structure of a letter.
14. Describe the business letter.
15. Mention the common phonetic difficulties.
16. What are the basic ideas of introducing one self?
17. How will you select a Speech Topic? Discuss.
18. What are the uses of audio and video tapes?
19. Discuss the objectives of Group Discussion.
20. What are the personality traits that a candidate should possess while participating in group discussion?

PART C — (5 × 10 = 50 marks)

Answer any FIVE questions.

21. What is Sentence Stress? Explain the rules with example.
22. Give a elaborate note on speaking to superiors.
23. How do you preparing a Speech? Explain in detail.

24. How to introduce guest speakers? Explain the profile of a Good Speaker.
25. What is the essential attributes of front office personnel?
26. Explain various skills evaluated in group discussion.
27. Discuss about Curriculum Vitae. Give the purpose and preparation of CV.