

QP CODE 2225511103

Reg.No: 22211552022

DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022

SEM: II 551/552 LA 11 BUSINESS COMMUNICATION

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Define technical writing. (2 Marks)
b) Define a paragraph and explain its three main elements. (2 Marks)
c) Elaborate on the guidelines of a good précis. (6 Marks)
d) Explicate any five different types of paragraphs (10 Marks)
2. a) Explain what transpires during a group discussion? (5 Marks)
b) Explain on how one can prepare for a group discussion? (5 Marks)
c) Elaborate the characteristics of business letters. (10 Marks)
3. a) Elaborate the key steps to problem solving. (8 Marks)
b) Give the meaning of problem solving. (2 Marks)
c) Explain the different types of reports. (10 Marks)
4. a) Explain on how to prepare for a job search? (10 Marks)
b) Describe the contents of a resume. (10 Marks)
5. a) Give the meaning of a business meal. (2 Marks)
b) Explain on how to behave during a business meal? (8 Marks)
c) Explain the inappropriate business attire for both men and women. (10 Marks)
6. a) Summarize the categories of audience. (6 Marks)
b) Explain any six writing techniques. (10 Marks)
c) List out the five ways to explain, convince and persuade. (4 Marks)

7. a) Give the meaning of buffet. **(2 Marks)**

b) Summarize on how to say an early goodbye at a cocktail party? **(8 Marks)**

c) Summarize on the tips for a buffet etiquette. **(10 Marks)**