

<b>QP CODE</b>	2225511103
----------------	------------

Reg.No:

--	--	--	--	--	--	--	--	--	--	--

**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)**