

QP CODE 2225521101

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DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – JANUARY – 2023

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 a paragraph and explain its three main elements. (4 Marks)
b) Elaborate on the five ways to explain, convince and persuade. (4 Marks)
c) Explain on the four patterns of paragraph arrangement. (6 Marks)
d) Summarise the categories of audience. (6 Marks)
2. a) Summarise on the potential objectives of a meeting. (5 Marks)
b) Explain the three stages of a meeting. (5 Marks)
c) Describe any five types of meetings. (10 Marks)
3. a) Define a report. (2 Marks)
b) Elaborate the key steps to problem solving. (8 Marks)
c) Explain the parts of a report. (10 Marks)
4. a) Outline Employment Communication. (2 Marks)
b) Explain on how to prepare for a job search? (10 Marks)
c) Elaborate on how to identify career opportunities? (8 Marks)
5. a) Define Etiquette. (2 Marks)
b) Describe in details the appropriate business attire for women. (8 Marks)
c) Highlight on table etiquette and its importance. (10 Marks)
6. a) What is a proposal? (2 Marks)
b) Elaborate on the different parts of a letter. (8 Marks)
c) Explain the essential elements of a Business proposal. (10 Marks)
7. a) Define a business letter. (2 Marks)
b) Elaborate the characteristics of business letters. (10 Marks)
c) Explain the parts of a business letter. (8 Marks)