**SAINTGITS COLLEGE OF APPLIED SCIENCES**

**PATHAMUTTOM, KOTTAYAM**

**FIRST INTERNAL EXAMINATION, FEBRUARY 2020**

**Department of Business Administration, Semester II**

**BUSINESS COMMUNICATION**

Total : 50 **marks** Time: **2 hours**

**Section A**

*Answer any 5 questions. Each question carries 2 marks.*

1. Define Communication.

2. What is meant by persuasion? Give an example of a situation.

3. What are the objectives of communication?

4. What are business letters?

5. State the purposes of a business letter.

6. What are adjustment letters?

**Section B**

*Answer any 5 questions. Each question carries 5 marks.*

7. Explain semantic barriers of communication.

8. Explain the different elements of communication

9. Discuss the importance of communication for business.

10. Explain the different formats of a business letter with illustrations.

11. Discuss the different parts of a business letter.

12. Write a circular stating opening of new branch with launching of new product.

**Section C**

*Answer any 1 question. It carries 15 marks.*

13. Discuss the 7C’s of communication.

14. What are employment letters? Draft specimens of employment letters



*[Scan QR code for Answer Key]*