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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

APRIL - 2017

15SIS4A

SKILL BASED SUBJECT – II: BUSINESS COMMUNICATION

Time : 2 Hrs

Max.Marks : 50

SECTION-A (10 x 2 =20)

Answer ALL the questions.

1. Define communication.
2. Mention any four objectives of communication.
3. Define a letter.
4. What is meant by collection letter?
5. What is a bank correspondence?
6. What is an annual report?
7. Define STD.
8. Define PBX.
9. What is E-mail?
10. What is an Internet?

SECTION-B (3 x 10 =30)

Answer any THREE of the following questions.

11. Explain about objectives of communication.
12. What are the essential features in the layout of a business letter?
13. What are the guidelines to be observed while writing a report?
14. Explain the various technologies are using in communication.
15. Write a short note on.
 - i) Video conferencing.
 - ii) Computers.
 - iii) Cell phones.

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