

18UBM102 -BUSINESS COMMUNICATION

K1 QUESTIONS:

UNIT-1

1. Communication is a _____

- A. one way process
- B. two way process.
- C. three way process.
- D. four way process

ANSWER: B

2. The main objective of communication is _____

- A. information and persuasion.
- B. skill and personality development.
- C. control and management.
- D. need.

ANSWER: A

3. The downward communication flow from

- A. a subordinate to a superior.
- B. a subordinate to a subordinate.
- C. a superior to a superior.
- D. a superior to a subordinate.

ANSWER: D

4. _____channel of communication called the grapevine.

- A. formal.
- B. informal.
- C. horizontal .
- D. vertical.

ANSWER: B

5. Examples of oral communication_____

- A. letter.
- B. e-mail.
- C. telephone.
- D. fax.

ANSWER: C

6. How to make audio-visual communication effective?

- A. the pictures are colourful.
- B. clearly written.
- C. speak politely
- D. silent.

ANSWER: A

7. Written communication includes _____

- A. reports & forms.
- B. interviews.
- C. film.
- D. speaking.

ANSWER: A

8. Communication saves time in

- A. internal communication.
- B. interview.
- C. oral communication.
- D. schedule.

ANSWER: C

9. The most important part of the letter is

- A. the heading.
- B. date
- C. body of the letter.
- D. post script.

ANSWER: C

10. Normal salutation in chairman's speech will be

- A. Ladies and Gentlemen.
- B. Dear Sir.
- C. Respected Sir.
- D. Madame.

ANSWER: A

11. Telephonic conversation is a _____

- A. verbal communication.
- B. non-verbal communication.
- C. visual communication.
- D. written.

ANSWER: B

12. The communication cycle, the process of re translation of signals into ideas is called

- A. encoding.
- B. decoding.
- C. response.
- D. feedback.

ANSWER: B

13. The inside address should be written

- A. below the salutation
- B. above the heading.
- C. above the salutation.
- D. above the date.

ANSWER: C

14. Reports from the subordinates to the superiors take the form of

- A. upward communication.
- B. downward communication.
- C. face-to-face communication.
- D. visual communication.

ANSWER: A

15. Pictures, slides, films fall under _____

- A. body languages.
- B. audio-visual communication.
- C. reporting.
- D. visual communication.

ANSWER: B

16. Realizing the potential of the self is part of the

- A. a. communication development.
- B. b. language development.
- C. c. skill development.
- D. d. personality development.

ANSWER: D

17. Salutation means _____

- A. comes above inside address.
- B. begins at left hand margin of the letter.
- C. comes at the end of the letter.
- D. comes in body of the letter.

ANSWER: B

18. Messieurs means _____

- A. a French term meaning gentlemen
- B. used in singular.
- C. is a title like Doctor
- D. many.

ANSWER: A

19. A memo is an example for _____

- A. internal communication.
- B. external communication.
- C. lateral communication.

D. Written communication.

ANSWER: A

20. Gestures is an example for

A. body language.

B. grammar.

C. speeches .

D. written.

ANSWER: A

21. The term communis derived from____word.

A. Greek.

B. Latin .

C. Chinese.

D. English.

ANSWER: B

22. Communication means____information, feeling and thoughts, with others.

A. to receive.

B. exchange of .

C. conveying.

D. all the above.

ANSWER: B

23. Grapevine communication is associated with_____communication.

A. formal

B. informal

C. horizontal

D. vertical.

ANSWER: B

24. Lateral communication is between _____

A. superior and subordinate.

B. same cadre of personal.

C. subordinate and low level employee

D. Among all.

ANSWER: B

25. Posters fall under_____communication.

A. oral.

B. visual.

C. written.

D. spoken.

ANSWER: B

26. Informal communication is otherwise known as_____communication.

A. grapevine .

B. lateral .

- C. visual.
- D. horizontal.

ANSWER: A

27. Face-to-face communication is a _____

- A. visual communication.
- B. direct conversation.
- C. oral communication
- D. written.

ANSWER: B

28. Physical Barriers to communication are _____

- A. time and distance.
- B. interpretation of words.
- C. denotations.
- D. connotations.

ANSWER: A

29. Audio-Visual communication is most suitable for mass____and mass_____

- A. publicity & education.
- B. policies & political.
- C. save & store.
- D. Publicity&policies.

ANSWER: A

30. _____communication is the most popular means of transmitting message.

- A. written
- B. oral .
- C. visual .
- D. face-to-face.

ANSWER: B

UNIT-II

31. The inside address is typed _____

- A. right hand side.
- B. left hand side.
- C. right hand bottom.
- D. last.

ANSWER: A

32. On the_____it is possible to get immediate feedback

- A. letter .
- B. telephone.
- C. e-mail .
- D. fax.

ANSWER: B

33. When Respected Sir is the salutation the appropriate complimentary clause is _____

- A. Yours sincerely.

- B. Yours faithfully.
- C. Yours affectionately.
- D. Yours lovingly.

ANSWER: A

34. Appropriate salutation for an application is _____

- A. My Dear Sir.
- B. Sir.
- C. Dear Sir.
- D. Sir Mr. X.

ANSWER: B

35. Margin to a letter is like _____

- A. frame of a picture.
- B. evidence for the communication.
- C. engine to a machine.
- D. borders.

ANSWER: A

36. Conciseness means _____

- A. brevity.
- B. courtesy.
- C. coherence.
- D. convincing.

ANSWER: B

37. Good punctuation will not involve _____

- A. rereading.
- B. ambiguity.
- C. both.
- D. misunderstanding.

ANSWER: C

38. A group discussion of a real life situation with in a training environment is _____

- A. discussion.
- B. listening.
- C. case study method.
- D. all of the above.

ANSWER: A

39. Bad Listeners will make _____ communication

- A. good.
- B. bad.
- C. excellent.
- D. rather favorable.

ANSWER: B

40. Subscription of a letter _____

- A. contains principal message.
- B. contains name and address of the receiver.
- C. contains name and address of the sender.
- D. Place and date.

ANSWER: B

41. Post script appears in a letter_____

- A. in the beginning.
- B. in the middle.
- C. in the end.
- D. never appears.

ANSWER: D

42. The possibility of misunderstanding at any step _____

- A. brain drain.
- B. output.
- C. channel.
- D. medium.

ANSWER: A

43. The information the receiver gets is called _____

- A. message.
- B. output.
- C. input.
- D. source.

ANSWER: A

44. Sources of information _____

- A. old files.
- B. observation.
- C. meeting.
- D. all the above.

ANSWER: D

45. Information about its products is_____information.

- A. external.
- B. internal .
- C. planning .
- D. deciding.

ANSWER: B

46. The usual forms of greetings used for unmarried women _____

- A. Mr.
- B. Mrs.
- C. Madam.
- D. Gentlemen.

ANSWER: A

47. ____ is the essential aspect of communication

- A. enclosure.
- B. letter.
- C. telephone .
- D. feedback.

ANSWER: D

48. Communication is the ____ of business.

- A. Backbone.
- B. . life blood .
- C. nervous system .
- D. both (1) & (2). Answer: A

ANSWER: A

49. The aim of ____ should be the organization's betterment.

- A. order.
- B. warning .
- C. suggestion.
- D. Counseling.

ANSWER: A

50. Warning can be _____

- A. general or specific
- B. specific.
- C. particular.
- D. Completely general.

ANSWER: A

51. _____ is impersonal and professional

- A. counselling
- B. advice
- C. suggestion
- D. warning

ANSWER: A

52. ____ implies respect for the readers point of view.

- A. consideration.
- B. order
- C. courtesy.
- D. none.

ANSWER: D

53. ____ are welcome, for it is not obligatory to accept them.

- A. suggestion.
- B. order .
- C. courtesy .
- D. complaint.

ANSWER: A

54. ____ Communication is unsuitable for lengthy message.

- A. oral.
- B. written.
- C. vertical .
- D. audio visual.

ANSWER: A

55. ____ may be less important for small business

- A. letter-writing.
- B. telephone.
- C. e-mail.
- D. fax.

ANSWER: A

56. ____ is a more powerful agent of persuasion and control.

- A. speaker .
- B. receiver.
- C. speech.
- D. decoder

ANSWER: A

57. ____ is quite often a physical barrier to communication

- A. noise .
- B. interpretation of words
- C. by passed instruction.
- D. all of the above.

ANSWER: A

58. ____ refers to the special language of a trade.

- A. jargon .
- B. expression .
- C. colloquialism.
- D. suggestion.

ANSWER: A

59. Audio-Visual communication is ____

- A. sight.
- B. sound.
- C. both (a) & (b).
- D. noise.

ANSWER: C

60. ____ is the process of arriving at agreement through consultation

- A. consensus .
- B. horizontal .
- C. vertical .
- D. upward.

ANSWER: A

UNIT-III

61. Contents of offers and quotation are _____

- A. details of product.
- B. pleasing tone.
- C. request for price.
- D. request for traders information.

ANSWER: A

62. Effective advice _____

- A. is both man-oriented & work oriented.
- B. is given in the workers interest.
- C. promotes understandings.
- D. all the above.

ANSWER: D

63. All the media available can be broadly classified into _____ groups.

- A. two.
- B. three .
- C. four .
- D. five.

ANSWER: C

64. Audio-Visual communication is most suitable for mass _____ and mass _____

- A. publicity & education
- B. policies & political.
- C. save & store.
- D. Education & political.

ANSWER: A

65. _____ is the information or ideas the sender wants to give the receiver

- A. input
- B. channel
- C. message
- D. output

ANSWER: A

66. The letter of acknowledgement _____

- A. provides a record.
- B. shows courtesy.
- C. avoids misunderstanding
- D. serves all the above purposes.

ANSWER: D

67. The letter should be based on _____

- A. I attitude
- B. you attitude
- C. we attitude.

D. my attitude.

ANSWER: B

68. The reimbursement of expenses is generally made by the ____

A. principal.

B. agent.

C. subordinate.

D. owner.

ANSWER: C

69. Interpretation of data is followed by ____

A. recommendation.

B. suggestion.

C. conclusions.

D. complaint.

ANSWER: B

70. Communication network in any organization is ____

A. internal & external.

B. verbal & written.

C. oral & non-verbal.

D. feedback.

ANSWER: A

71. Empathy leads to ____

A. greater receptivity.

B. more involvement.

C. greater focus.

D. causality.

ANSWER: C

72. Colours also have a ____ effect.

A. psychological.

B. physiological.

C. sociological.

D. socio psychological.

ANSWER: A

73. Blue colour refers ____

A. sincerity.

B. traditional.

C. danger.

D. faith.

ANSWER: A

74. Gray colour refers ____

A. confidence & wisdom

B. cheerfulness & vigour.

C. life & coolness.

D. . danger.

ANSWER: A

75. Bold colour in a report implies _____

A. emphasis.

B. attention.

C. power.

D. traditional.

ANSWER: C

76. Informal communication is otherwise known as _____

A. person to person communication.

B. internal communication.

C. external communication.

D. Authoritative communication.

ANSWER: B

77. Facial expressions and gestures are known as _____

A. face to face communication.

B. oral communication.

C. both 1 & 2.

D. Multimedia communication.

ANSWER: B

78. Communication in an organization should ideally flow _____

A. from top to bottom.

B. from bottom to top.

C. both ways.

D. horizontally.

ANSWER: A

79. The official record of the proceeding of a meeting is known as _____

A. agenda.

B. minutes.

C. prospectus.

D. report.

ANSWER: A

80. The participants of a board meeting are _____

A. member.

B. directors.

C. member and directors.

D. outsiders

ANSWER: A

81. Minutes of resolutions is only resolutions _____

A. recorded.

- B. development.
- C. decision-making.
- D. authenticated.

ANSWER: A

82. A report is a basic management tool used in _____

- A. personality development.
- B. decision making.
- C. individual development.
- D. Self motivation.

ANSWER: A

83. Press reports refers to _____

- A. reports in newspapers.
- B. reports through letters.
- C. oral communication.
- D. written communication.

ANSWER: B

84. A concise and accurate record of the proceedings at a meeting is called as _____

- A. resolution.
- B. minutes.
- C. invoice.
- D. agenda

ANSWER: A

85. List of items of business to be considered at a meeting is called as _____

- A. agenda.
- B. dividend.
- C. prospectus.
- D. reports.

ANSWER: C

86. Minutes of a meeting are usually prepared by _____

- A. secretary.
- B. chairman.
- C. shareholder.
- D. laymen.

ANSWER: D

87. _____ reports are related to a single occasion or situation.

- A. special .
- B. periodic.
- C. informal .
- D. formal.

ANSWER: A

88. A collection letter is associate with _____

- A. debtors .
- B. creditors .
- C. company.
- D. customers.

ANSWER: A

89. A report given by a secretary to the Marketing Director may be called as _____

- A. formal.
- B. informal.
- C. oral.
- D. personal.

ANSWER: A

90. _____ is done by drawing a list of the items of business to be transacted at the meeting.

- A. minutes .
- B. resolution.
- C. invitation .
- D. agenda.

ANSWER: D

UNIT-IV

91. The minute books are the _____ book of the company.

- A. subsidiary.
- B. statutory .
- C. obligatory.
- D. secondary.

ANSWER: B

92. The value mail e-mail, video conferencing etc some of the _____ based media of communication.

- A. computer .
- B. traditional .
- C. science .
- D. rules.

ANSWER: C

93. Statutory Report is _____

- A. an informal report.
- B. not having legal sanction.
- C. always a statistical report.
- D. Formal report.

ANSWER: A

94. A report prepared and presented according to the form and procedure laid down law is called a _____

- A. law report.
- B. procedure report.
- C. company report.
- D. statutory report.

ANSWER: A

95. Organization Theory is written by _____

- A. William Scott.
- B. Newman & summer
- C. Matthews.
- D. James.

ANSWER: A

96. The official record of the proceeding of a meeting is called _____

- A. minutes.
- B. notice.
- C. both 1 & 2.
- D. notes.

ANSWER: A

97. A circular is a form of _____

- A. oral communication.
- B. face-to-face communication.
- C. group communication.
- D. visual communication.

ANSWER: A

98. Dunning letters are also called _____

- A. collection letters.
- B. letter of credit.
- C. compliant letters.
- D. Suggestion letters.

ANSWER: A

99. C.I.F. means _____

- A. Cost Indent and Freight.
- B. Cost Insurance and Fare.
- C. Cost Insurance and Freight.
- D. Cost Indent and Fare.

ANSWER: C

100. . Letter of credit is issued _____

- A. by bank.
- B. by supplier.
- C. by customer.
- D. By public.

ANSWER: D

101. Circular letter is meant for _____

- A. a.communication.
- B. personal communication.
- C. secret communication.
- D. Informal communication .

ANSWER: A

102. One of the following directly relates to provision of credit_____

- A. current account
- B. savings account.
- C. recurring deposit.
- D. discounting bills.

ANSWER: C

103. Marine insurance is effected FPA. FPA denotes_____

- A. free of particular average.
- B. free of particular assignment.
- C. free of partial average.
- D. Fare of particular assignment.

ANSWER: C

104. The exit communication takes place when an employee_____the organization.

- A. enter into.
- B. learning from.
- C. both. (1 & 2).
- D. leaves .

ANSWER: A

105. Clearance sales refer to _____

- A. sale of pure chemicals
- B. sale of detergents.
- C. sale of food products
- D. Sale of chemicals.

ANSWER: B

106. _____means giving a particular bias to the reality

- A. abstracting.
- B. slanting.
- C. inferring.
- D. information.

ANSWER: B

107. _____stands for mental health

- A. morale.
- B. motivation.
- C. co-operation.
- D. coordination.

ANSWER: A

108. _____is a very conscious process of communication

- A. warning.
- B. order.
- C. action.
- D. education.

ANSWER: D

109. The effort to influence the attitudes, feeling or beliefs is _____

- A. instruction.
- B. persuasion.
- C. suggestion.
- D. motivation.

ANSWER: B

110. CWO stands for _____

- A. cash with offer.
- B. cash with order.
- C. cash with option.
- D. cash with opinion.

ANSWER: B

111. Business letter must possess the quality of _____

- A. coherence.
- B. incompleteness.
- C. faultiness.
- D. jargons.

ANSWER: A

112. The effective business letter must be _____

- A. sender oriented.
- B. reader oriented.
- C. company oriented.
- D. business oriented.

ANSWER: B

113. _____ means the right use of putting in points or stops in writing.

- A. exclamation.
- B. semi colon.
- C. comma.
- D. full stop.

ANSWER: D

114. An informal report is usually in the form of a _____ communication.

- A. person to person.
- B. many to one.
- C. one to many.
- D. company to company.

ANSWER: A

115. _____ reports are prepared and presented at regular and prescribed intervals

- A. periodic reports.
- B. special reports.
- C. informal reports.

D. non-periodical reports.

ANSWER: A

116. _____s a basic management tool used in decision-making.

- A. business letter.
- B. report.
- C. document.
- D. specific reports.

ANSWER: B

117. _____report can be denied at any time.

- A. oral report.
- B. written report.
- C. business report.
- D. formal report.

ANSWER: A

118. _____is the list of words used in the reports.

- A. conclusion.
- B. glossary.
- C. index.
- D. reference.

ANSWER: B

119. _____is the main part of the report.

- A. conclusion.
- B. recommendations.
- C. description.
- D. references.

ANSWER: C

120. _____the sources of information is a kind of spadework.

- A. analyzing.
- B. investigating.
- C. making outline.
- D. writing report..

ANSWER: B

UNIT-V

121. _____reports are related to a single occasion or situation.

- A. non-recurrent reports.
- B. investigative reports.
- C. special reports
- D. formal reports.

ANSWER: C

122. _____should come as a logical conclusion to investigation and analysis

- A. recommendations.
- B. suggestion.

- C. inferences.
- D. conclusions.

ANSWER: C

123. _____ is a device by which losses suffered by a few are shared by many.

- A. insurance.
- B. cheque.
- C. finance.
- D. risk bearer.

ANSWER: A

124. _____ is in finished form.

- A. data.
- B. system.
- C. information.
- D. character.

ANSWER: C

125. _____ system monitors and control physical processes.

- A. process.
- B. transaction.
- C. operations.
- D. office automation.

ANSWER: A

126. _____ is an integrated user-machine system.

- A. management information system.
- B. executive system.
- C. decision making system.
- D. knowledge based system.

ANSWER: A

127. _____ system provides expert advice for operational chores.

- A. business.
- B. operation support.
- C. end user systems.
- D. expert systems.

ANSWER: D

128. EDP stands for _____

- A. enterpreneurial development programme
- B. electronic data processing.
- C. electronic data passing.
- D. electronic data patroning.

ANSWER: B

129. _____ is the physical part of the computer

- A. software.

- B. human ware.
- C. firmware.
- D. hardware.

ANSWER: D

130. ____ is usually indicated if anything is to be attached to a letter.

- A. appendix.
- B. annexures.
- C. index.
- D. enclosures.

ANSWER: D

131. ____ is an important element in all business letters

- A. signature.
- B. letter head.
- C. salutation.
- D. complimentary close.

ANSWER: C

132. ____ is the set of instructions given to the computers.

- A. hardware.
- B. software.
- C. human ware.
- D. firmware.

ANSWER: B

133. ____ computers operates by measuring.

- A. analog.
- B. digital.
- C. hybrid.
- D. main frame.

ANSWER: A

134. ____ is something written after the letter is closed.

- A. copy distribution.
- B. enclosures.
- C. postscripts.
- D. reference.

ANSWER: C

135. ____ is used at the end of a sentence which expresses a strong feeling.

- A. colon.
- B. exclamation mark.
- C. semi colon.
- D. the colon.

ANSWER: B

136. ____ is the process of arriving at agreement through consultation

- A. consensus.
- B. grapevine.
- C. informal.
- D. braindrain.

ANSWER: A

137. An_____report can be denied at any time

- A. oral.
- B. written.
- C. special.
- D. informal.

ANSWER: A

138. When superiors provide directions to their subordinates regarding what to do, which is known as _____ communication

- A. upward.
- B. horizontal.
- C. downward.
- D. lateral.

ANSWER: C

139. The minimum number of members necessary for a meeting is called as _____

- A. quorum.
- B. resolution.
- C. proxy.
- D. prospectus.

ANSWER: A

140. Bio-data is enclosed with the following letter _____

- A. sales letter.
- B. application letter.
- C. complaint letter.
- D. collection letter.

ANSWER: B

141. Language used in essay writing is _____

- A. simple.
- B. difficult.
- C. confidential.
- D. ambiguous.

ANSWER: A

142. Which one is not a component of a business letter_____

- A. envelope.
- B. salutation.
- C. subject.
- D. complimentary close.

ANSWER: A

143. The American style of writing the date in business letter starts with_____

- A. day.
- B. month.
- C. year.
- D. time.

ANSWER: B

144. Informal communication network within the organization is known as _____

- A. interpersonal communication.
- B. intrapersonal communication
- C. mass communication.
- D. grapevines.

ANSWER: D

145. What kind of information should be included in a resume

- A. work experience.
- B. education.
- C. affiliation and membership.
- D. letter of recommendation.

ANSWER: B

146. Effective communication can only be achieved when _____

- A. the audience is understood.
- B. feedback is encouraged.
- C. thoughts are organized..
- D. systematic delivery of speech.

ANSWER: A

147. Words that have more than one meaning are called as _____

- A. equivocal terms
- B. jargon.
- C. trigger wards.
- D. biased language.

ANSWER: A

148. ____is an authoritative communication

- A. order.
- B. persuasion.
- C. advice.
- D. counseling.

ANSWER: A

149. An effort to influence the attitude and feeling of others is _____

- A. persuasion.
- B. suggestion.
- C. advice.
- D. appreciation.

ANSWER: A

150. A motivated worker does not need much _____

- A. supervision.
- B. encouragement.
- C. advice.
- D. suggestion.

ANSWER: A

18UBM102 -BUSINESS COMMUNICATION
K2 QUESTIONS

UNIT-I

1. What is communication?
2. What is the importance of business communication?
3. Write any two barriers of effective communication.
4. Define verbal communication.
5. Define gesture communication.
6. List out the two advantages of diagonal communication.
7. What are the two possible technological barriers of communication?
8. Define written communication.
9. Write any two principles of communication.
10. Write any two objectives of communication.

UNIT-II

11. Define layout.
12. Write any two characteristics of letters layout.
13. Explain application for appointment.
14. Give the meaning for the word references in letter communication.
15. Explain letter of confirmation.
16. Define promotion through letter communication.
17. Define business enquiries through letter communication.
18. What are offers in letter communication?
19. What are quotations in letter communication?
20. What is an order in letter communication?

UNIT-III

21. What is internal communication?
22. Write any two methods of internal communication.
23. Define memo.
24. List the classification of memo.
25. Write a simple format for memo.
26. Define circulars.
27. Write any two features of circulars.
28. Define notice.
29. How to draft a notice?
30. Explain job instructions.

UNIT-IV

31. Define Report.
32. List the essential features of report.
33. Mention the different types of report.

34. Define minutes.
35. List the different types of minutes.
36. What is meant by form?
37. List the procedure for drafting a minute.
38. List any two advantages of agenda.
39. List the essential features of agenda.
40. Give an example for minutes for a annual day function.

UNIT-V

41. Define oral communication.
42. Mention the characteristics of oral communication.
43. Mention the essential qualities of a good speaker.
44. List the characteristics of good commercial writing.
45. Explain the meaning of posters.
46. What is meant by visual communication?
47. What is meant by audio visual communication?
48. How to deliver a short speech.
49. Describe how to prepare for a short speech.
50. Mention the advantages of oral communication.

BUSINESS COMMUNICATION

K3 QUESTIONS:

Unit – 1

1. What do you mean by communication?
2. Why the communication is important in business?
3. What is the major role of business communication?
4. Explain informal communication.
5. Discuss noise as a barrier to business communication.

Unit – II

6. Discuss layout.
7. Differentiate between selection and appointment.
8. Explain promotion.
9. Explain sales letter.
10. What do you meant by bank correspondence?

Unit- III

11. Define memo. Explain its importance.
12. Explain the various characteristics of memo.
13. Differentiate between customer and consumer.
14. Draft a specimen copy of a circular.
15. Explain job instruction in detail.

Unit- IV

16. What are the features of press report?
17. Why the report is needed in a business?
18. List out the various forms of a business report?
19. Explain Agenda in detail.
20. What do you meant by minutes of company?

Unit – V

21. Enumerate the features of oral communication.

22. What are the essentials of a good speech?
23. Draft a Specimen of poster.
24. Discuss the characteristics of oral communication.
25. State whether oral or written communication is effective. How?

BUSINESS COMMUNICATION

K4 QUESTIONS:

Unit – 1

1. Discuss the meaning and importance of business communication in detail.
2. What are the major barriers of communication? Discuss in detail.
3. What is Non verbal communication? Discuss its major types.
4. List out the various types of business communication in detail.
5. Enumerate the principles of business communication.

Unit – II

6. What are the characteristics of layout?
7. List out the various procedure for appointment.
8. Draft a letter for Business enquiry?
9. Draft a quotation letter for a manufacturing company demanding the price of “A” type product material.
10. Draft a sales letter.

Unit- III

11. Draft a Specimen copy of a memo.
12. Illustrate circular of a company pertaining the requirement of increase in overtime.
13. Draft a circular to the shareholder of the company for appointing a director.
14. Enumerate memo with its pros and cons.
15. Write an application for a new job.

Unit- IV

16. Discuss the various types of business report.
17. List out the procedure for drafting a business report.
18. Draft an Agenda for preceding a meeting of a company.
19. List out the procedure to draft a minutes.
20. Draft a specimen of press report.

Unit – V

21. Enumerate the profile of a good speaker.

22. Explain Visual and Audio visual means of communication.
23. Draft a poster that conveys the message of introducing a new product?
24. Draft a poster of creating awareness about green marketing.
25. Merits and demerits of good commercial writing.