

Part B

Answer ALL questions

5 x 6 = 30

Each answer should not exceed 400 words or two pages

- 11.a) Write down the principles of Effective Communication. CO1:K1
(Or)
- 11.b) Explain briefly about the modern techniques of communication. CO1:K1
- 12.a) Write a complaint letter to the sales manager of M/S Bajaj Electronics Ltd.
Pune from M/S.Sunil Electronics Ltd. about received damaged electronics goods. CO2:K1
(Or)
- 12.b) Write down the needs and functions of Business correspondence. CO2:K2
- 13.a) Explain the various stages in agency correspondence. CO3:K1
(Or)
- 13.b) State the guidelines to be followed while writing a public relation letter. CO3:K3
- 14.a) What is the main objectives of Writing circular letters? CO4:K3
(Or)
- 14.b) Write press report on the following:
1) Fuel hike 2) Education up to 5th standard in Tamil medium CO4:K4
- 15.a) What is the purpose of sales presentation? CO5:K3
(Or)
- 15.b) What are the various kinds of essay? Explain them briefly. CO5:K2

Part C

Answer ALL questions

5 x 12 = 60

Each answer should not exceed 800 words or four pages

- 16.a) Elaborate the various types of communication barriers. CO1:K2
(Or)
- 16.b) Justify why do we need communication? Give a few reasons. CO1:K3
- 17.a) Write sales letter about new mobile introduced in market. CO2:K1
(Or)
- 17.b) What is Business Letter? Explain the essential qualities of a good
business letter. CO2:K2
- 18.a) Discuss briefly the various theories of communication. CO3:K2
(Or)
- 18.b) Describe the various types of Business report. CO3:K4
- 19.a) List out the various elements of an effective presentation in a speech. CO4:K3
(Or)
- 19.b) Write a report by the works manager of a company to his directors about
the fire accident occurred in the factory? CO4:K2
- 20.a) Draft an module notice of company meeting. CO5:K3
(Or)
- 20.b) Draft a letter to a newspaper about a bad road which needs an urgent repair. CO5:K2