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Question Paper Code : 63147

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2017.

First Semester

BA 7108 — WRITTEN COMMUNICATION

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Assume that your friend has met with an accident, when he was travelling along with you in car and he is injured severely. Convey this information to his parents tactfully.
2. One of your old classmates has been awarded Padmashree recently. Write a message congratulating him.
3. Mention any four essentials of cross cultural communication.
4. Tweet on a particular status of a celebrity posted recently. (invent the details of your choice)
5. Define a resume.
6. Comment on the purpose of a survey report?
7. What is an abstract?
8. Mention the two methods of citing a source in documentation.
9. How will you prepare a news letter?
10. List the essential elements of short story writing.

PART B — (5 × 13 = 65 marks)

11. (a) As the head of the production unit of New Age Vision, Jaipur, you have received a complaint from a Graam Sevak of Ladanpur village – a remote hamlet in Rajasthan – who has complained about the unruly, rude, and offensive manner in which some of the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision Village! Vision India'. Draft an apology letter expressing your regret and assuring action from your side.

Or

- (b) Discuss the features of an effective email. Highlight the writing techniques required to draft effective professional emails. Provide appropriate examples to substantiate your answer.
12. (a) Write a review of a book that you recently read.

Or

- (b) Gender sensitivity plays an important role in effective communication – justify.
13. (a) Siddharta softdrinks Ltd wants to introduce a new softdrink. The Director of the company has assigned the Production Manager to make proper Investigation about the taste, advertising, transport, customer's need and cost of the product to make it an instant hit. Now assuming yourself to be the Production Manager, write a report to be submitted to the Director. Your report should have the following elements:
- (i) Introduction
 - (ii) Discussion
 - (iii) Conclusions
 - (iv) Recommendations.

Or

- (b) Prepare a speech outline on a topic of your choice.
14. (a) You have been asked to study the reasons for increasing smoking and drinking habits among the university's students. Prepare a questionnaire to be sent to the students of various universities to obtain their views on this issue. Your questionnaire should consist of twenty questions apart from the personal details.

Or

- (b) Explain the structure of a research paper.

15. (a) Elaborate the techniques of effective writing.

Or

- (b) Prepare an article on a subject of common interest for a newspaper incorporating the essential elements.

PART C — (1 × 15 = 15 marks)

16. (a) Write a job application letter along with a resume' for the post of Marketing Sales Executive wanted by Zeniture Finances Ltd, 615, Nungambakkam, Chennai - 34, a company in import/export, financial services and development looking for young, energetic and qualified MBA graduates. Invent necessary details.

Or

- (b) Write a travelogue on a place of interest that you visited recently.