

Reg. No. : 

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**Question Paper Code : 60308**

31/5/14

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2014.

First Semester

BA 7108 — WRITTEN COMMUNICATION

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What care should you take when you write a letter declining an invitation?
2. What is the essence of a consoling message?
3. What is a book review?
4. What are the characteristics of a comment on a social network site?
5. What is the structure of a memo?
6. What is the importance of minutes?
7. What is the difference between a general article and a research article?
8. What are the uses of documentation?
9. What do you mean by translation?
10. What makes a piece of writing specifically relevant and appealing to children?

PART B — (5 × 16 = 80 marks)

11. (a) Prepare a greeting card for your friend on the occasion of the new year.

Or

- (b) Write a letter of invitation to a friend requesting him/her to attend a family function.

12. (a) Discuss the need for gender sensitivity in communication today.

Or

(b) Write a review of a film you watched recently.

13. (a) Suppose that you attended a meeting organized by the head of your department. Write the minutes of the meeting.

Or

(b) Write a letter of application for the post of General Manager to the Vice-President (Personnel), Babel Insurance Company, 728, Kamaraj Road, New Delhi-110002. Attach a separate résumé.

14. (a) Write an article on a corruption free society for a monthly magazine. Your article should include the views of a cross section of people.

Or

(b) Prepare a questionnaire of at least 10 points for collecting data on the attitude of the youth to starting their own companies instead of seeking jobs after their studies.

15. (a) Analyse the problem of employees with negative attitude in the form of a case study.

Or

(b) Write about one of your travel experiences in the form of a travelogue.