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Question Paper Code : 40337

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2016

First Semester

BA 7108 – WRITTEN COMMUNICATION

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. Write a message conveying an information to your colleague about a meeting to be held. Invent necessary details.
2. Draft a brief e-mail to your friend about a book exhibition in your college.
3. What do you mean by gender sensitivity in communication ?
4. What is a blog ?
5. Mention the different kinds of reports.
6. List the factors to be considered while drafting complaint letters.
7. What are the characteristics of an Abstract ?
8. Prepare an outline of one-minute speech on the topic 'Mission without Vision'.
9. List the essential elements of a news letter.
10. What is the role of visuals aids in dissertations ?

PART – B (5 × 13 = 65 Marks)

11. (a) Write notes on e-mail Etiquettes.

OR

- (b) Describe the structure of a business letter.

12. (a) Write a review of a movie that you recently watched.

OR

- (b) Explain the factors to be considered in cross cultural communication.

13. (a) Imagine that your company Gracious Foods Enterprises, Pune, has decided to enter catering business and is planning to open its outlets in some of the major cities of the country such as Delhi, Mumbai, Calcutta, Pune, Chennai, Bangalore, Jaipur, Chandigarh, Lucknow etc. Assuming you to be the Marketing Head of the Company, prepare a Sales and Promotion letter to be sent to the Public to promote and publicize the company's food outlets.

OR

- (b) Catmoss Electronics ordered for twenty five computers from HCL. But on arrival of the consignment, the purchase manager found complaints in at least twelve of them while verifying their quality. In order to keep its reputation, the manager wants to ensure that everything is in order. As the purchase manager of Catmoss Electronics, write a complaint letter to HCL, Mumbai, suggesting the adjustment you seek.

14. (a) Describe the structure of a research paper.

OR

- (b) Explain the techniques to be used while writing for children.

15. (a) As the student coordinator for Techno Blitz – the cultural festival of your institution you have been asked by the professor – in – charge (Cultural programmes) to do a survey of the preparations done by various student clubs and departments such as theatre, photography, paintings, dance and music. Prepare a survey report.

OR

- (b) Prepare the minutes for a meeting of the Delhi chamber of Trade held last week. (Invent necessary details).

PART – C (1 × 15 = 15 Marks)

16. (a) Prepare a detailed questionnaire to know the college students preference of cell phones.

OR

- (b) Write a job application letter along with an effective resume for the post of an Administrative officer wanted by a reputed Institution. Invent necessary details.
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