

D3BFE2205

Reg.No.....

Name: .....

**THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023**

**(Regular/Improvement/Supplementary)**

**FUNCTIONAL ENGLISH: COMPLEMENTARY COURSE FOR JOURNALISM & MASS**

**COMMUNICATION**

**GFEN3C11T: ENGLISH FOR COMMUNICATION III - BUSINESS COMMUNICATION**

**Time: 1 ½ Hours**

**Maximum Marks: 40**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 12 Marks)**

1. Define mass communication.
2. Explain the term dictionary.
3. Give an account on formal Communication.
4. Define netiquette.
5. Mention the difference between idiom and collocation.
6. Define Performance Appraisal.
7. How do you determine the purpose of the meeting?

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 18 Marks)**

8. Explain the objectives of business communication.
9. What are the guidelines that one should follow while writing an e-mail?
10. What are the types and features of resume?
11. Discuss the advantages and disadvantages of the internet.
12. Elaborate on the characteristics of Grapevine communication.

**SECTION C: Answer any *one* question. Each carries *ten* marks.**

13. Describe the features and techniques of effective communication.
14. What is group discussion? Discuss in detail the basic skills required in a group discussion.

**(1 x 10 = 10 Marks)**