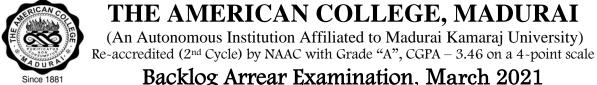
THE AMERICAN COLLEGE, MADURAI



Course Code: BBA 1525 / 1515

Course Title: **Corporate Communication**

Duration: 3 Hrs

Maximum Marks: **75**

Answer any *five* out of the following questions:

 $(5 \times 15 = 75)$

- 1. Explain the process of communication with a neat flow diagram.
- 2. Describe in detail the types of Non-verbal Communication.
- 3. What are the Basic Principles of Effective Business Correspondence? Explain them in detail.
- 4. Discuss in detail the Common Components of Business Letters with an example.
- 5. Describe in detail the Steps in Writing a Routine Business Report.
- 6. Explain the types and role of Audio-visual media as a form of non-verbal communication.
- 7. Write a Covering Letter along with your detailed resume, to an employer, in response to a job advertisement in a local newspaper that you want to apply for.