



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

Course Code: **BBA 1525 / 1515**
Course Title: **Corporate Communication**
Duration: **3 Hrs**
Maximum Marks: **75**

Answer any *five* out of the following questions:

(5 x 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.