



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 1220**
Course Title: **Business Communicaton**
Duration: **2 Hrs**
Maximum Marks: **60**

Answer any *four* out of the following questions:

(4 x 15 = 60)

1. Explain the process of communication with a neat flow diagram.
2. Provide the detailed description to the structure of a Business Letter with examples.
3. Enumerate and briefly explain the classifications of 'Information'.
4. Explain the types and role of Audio-visual media as a form of non-verbal communication.
5. Describe the ten ways by which you can exercise effective / active listening.
6. What are the eight things you should do while drafting letters of inquiry and reply?