

**Jagan Institute of Management Studies**  
**End-Term Examination, September-October, 2017**  
**Trimester I – PGDM 2017-19**

***Business Communication I***  
***ET\_PG\_BC-I\_2709***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** Attempt any **ONE** of the following:
- a) Write a letter to the Regional Passport Officer requesting him to expedite the delivery of renewal of passport that has been delayed beyond 3 weeks as you have to leave overseas for a business visit.
  - b) Write a representation to the Commissioner, Municipal Corporation (MCD) complaining about the unhygienic conditions and encroachments of parking space around your office owing to the indifferent attitude of the local Authorities. **14**
- Q 2** Explain the significance of **Intrapersonal Communication** with examples in personal & professional life. **14**
- Q 3** “Your quality network in life decides your net worth in life”. Elaborate in context of online & offline options. **14**
- Q 4** In what ways has Technology impacted Business Communication? In this context describe the significance of audio visual media. **14**
- Q 5** Differentiate between any **FOUR** of the following:
- a) Real & Texting Relationships.
  - b) Web site & Web Portal.
  - c) Message thread & Disclaimer used in E- Mail.
  - d) Internal & External Communication.
  - e) Positive Feedback & Praise. **14**
- Q 6** Dressing comes to us naturally, but being formally dressed is by choice. Elaborate with examples. **14**
- Q 7** Write an Essay of about **300 words** on any **ONE** of the following:
- a) Women Empowerment is limited to debates.
  - b) We are good at passing the buck.
  - c) Religion is the biggest opium of the masses in India **14**

\*\*\*\*\*