



35421

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Corporate Communication Skills - II

(CBCS Scheme)

Paper : 4.2

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in English.

SECTION - A

Answer any **Five** of the following questions. Each question carries 2 marks. (5×2=10)

1. a) What is emotional intelligence.
- b) What is corporate communication.
- c) Give the meaning of crisis management.
- d) What is digital marketing.
- e) What is an agenda.
- f) What is stress.
- g) State any two qualities of a leader.

SECTION - B

Answer any **Three** of the following. Each question carries 5 marks. (3×5=15)

2. Draft a circular informing the employees of Omega India Pvt Ltd about revision of Basic salary by 10% and HRA by 5% with effect from next month.
3. What is press release? Draft a press release for inauguration of a new jewellery outlet in Bengaluru.
4. What is memo? When is it used? Discuss its advantages.

[P.T.O.]



5. Write a short note on :
- Body language.
 - Social media.

SECTION - C

Answer any **Three** of the following. Each question carries **15** marks.

(3×15=45)

6. Explain the various types of corporate communication?
7. Write short notes on the following.
 - Corporate Identity.
 - Electronic meetings.
 - Minutes.
8. What is Report writing? Explain the steps in report writing? Draft a report regarding drop in sales of phones of Nokia.
9. What is Corporate Communication? Explain the Characteristics and Importance of Corporate Communication.