

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2008****International Business and E-Commerce****Global Business Communication****(CBCS - 2007 Batch)**

Duration : 3 Hours

Maximum : 100 marks

**Part - A**

Answer ALL Questions.

All Question carry Equal marks

- 1 a. Discuss the objectives, scope and ethics of communication.

OR

- b. Brief the significance of electronic technology in global business communication.

- 2 a. Explain the characteristics of report writing. Write a note on managing reports

OR

- b. Bring out the features of different types of reports. Explain report structure.

- 3 a. Explain written and oral presentations. Write a note on work team presentation.

OR

- b. Explain planning, organizing and delivering with respect to business presentations.

4 a. Write an essay on the different components of a business report.

OR

b. Elaborate the different parts of a business letter.

5 a. Write a detailed note on export-import communication.

OR

b. Discuss the contents in correspondences with bankers regarding status enquiries.

————— \*\*\* —————