

COURSE CODE-1010101

UG DEGREE EXAMINATION – JAN 2009

**B.A.(COR.SER)/B.B.A./B.B.A(AM/TM)/BBM/BCOM/BCOM
(ACC.FIN/INT.BUS/MAR.MGT)BSC(HCM)**

BUSINESS COMMUNICATION

(For Candidate Admitted from Calendar 2007 Onwards)

Time: 3 Hours

Max.Marks:75

Section-A

Answer all the Questions:

15 X 1 = 15

1. Purpose of communication.
2. Different levels of communication.
3. Types of communication.
4. Body language in communication.
5. Two way communication.
6. Business enquiries.
7. Quotations.
8. Features of complaint letter.
9. Official communication.
10. Insurance agent.
11. Bank correspondence.
12. Appointment letter.
13. Definition of report.
14. Inspection report.
15. Business report.

Section-B

Answer any Five Questions:

5 X 6 = 30

16. a. What are the objectives of communication?
(Or)
b. Explain the principles of communication.
17. a. Bring out the features of collection letters.
(Or)
b. Explain complaint and adjustment in business correspondence.
18. a. Elucidate the importance of correspondence with directors and share holders.
(Or)
b. Comment on the role of secretary and his duties in the company.
19. a. Explain bank correspondence.
(Or)
b. Explicate the features of Letters to the Editor.
20. a. What are the different kinds of reports?
(Or)
b. Bring out the importance of committee reports.

Section- C

Answer any Two Questions:

2 X 15 =30

21. Explain the meaning, objectives and types of communication.
22. What is meant by business enquiries and replies? Explain.
23. Explicate the significance of the government departments correspondence.
24. Write a job application letter, applying for the post of company secretary, with curriculum vitae.
25. What are the characteristics of good report.