

B.Com. DEGREE EXAMINATION, NOVEMBER 2018
II Year IV Semester
Core Major- Paper
BUSSINESS COMMUNICATION

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define 'Communication'.
2. What is 'Salutation'?
3. What do you mean by 'copy to'?
4. Write a note on 'Letter of Enquiry'.
5. How the trade discount differ from cash discount ?
6. What is 'Trade Reference'?
7. What is cash credit and bank overdraft ?
8. What is 'surrender value' ?
9. What is 'minutes of meeting'?
10. Give a short note on :Statutory Meeting and Statutory Report.
11. What is Fax ?
12. What is "E-mail"?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. State the importance of Business Communication.
14. What are the informations to be included at the time of drafting orders ?
15. Write a short note on : a) Commission Agent. b) Broker.
16. What is resolution in a meeting ?State the types of it .
17. List out the requisites of a valid meeting.
18. What is video-conference? State its merits and demerits.
19. What are the uses in business by a internet ?

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Explain briefly the structure of a business letter.

21. Draft an appointment letter stating the terms and conditions of a job to a computer programmer who is selected.
22. Draft an agenda to conduct the Board of Directors meeting.
23. Discuss briefly the salient features of a market report.

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