

B.Com.(CS) DEGREE EXAMINATION, NOVEMBER 2018
I Year II Semester
Allied - Paper II
BUSINESS COMMUNICATION

Time : 3 Hours

Max.marks :75

Section A (10 × 2 = 20) Marks

Answer any **TEN** questions

1. What is salutation?
2. What is meant by letter of enquiry?
3. Write short note on 'Agenda'
4. Explain complementary note.
5. What is 7 'C'
6. Explain business communication.
7. What is meant by offer?
8. What is electronic mail?
9. Explain Unsolicited enquiry.
10. Define meeting.
11. What is statutory report ?
12. What do you mean by speech writing?

Section B (5 × 5 = 25) Marks

Answer any **FIVE** questions

13. Discuss the qualities of a business letter.
14. Explain the duties of company secretary.
15. List out the various forms of letter styles.
16. Discuss the role of computers in business correspondence.
17. What is meant by reference letter? How does it differ from recommendation letter?
18. What is essential features in the layout of a business letter?
19. Explain the role of computers in communication with example.

Section C (2 × 15 = 30) Marks

Answer any **TWO** questions

20. What do you mean by circular letter? What are the features of circular letter?

21. Write a letter to company for non-delivery of share certificate sent for transfer and as a secretary reply to the same.
22. Write a letter to a dealer of Lenovo laptop asking quotation for supply of 100 members of laptop to your college and reply for the same.
23. As a secretary of a company, draft a letter to one of the shareholders, who wishes to know about the increase in the value of share in future.

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