

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

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define the term Communication.
2. What are the gesture Communication?
3. Where is complementary close shown in business letter?
4. When do firms write enquiry letter?
5. Write down any two features of banking correspondence?
6. What is quotation?
7. What is an interview?
8. What is report?
9. What is Agenda?
10. What do you mean by circular?
11. What is E-mail?
12. List out any two modern forms of communication .

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

Answer any **FIVE** questions

13. Explain the process of Communication.
14. Explain the principles of effective Communication.
15. What are the essential features in layout of a business letter?
16. Write an enquiry letter to the Manufacturer about new model scooter launched
17. Explain the features of correspondence in banking.
18. State the advantages of Internet.
19. What is meant by video conference? Explain its advantages.

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

Answer any **TWO** questions

20. Write a resume for applying for the post of Assistant Accounts Manager in a private company.
21. Explain different types of Business Report.
22. Write a request letter to Bank's Branch Manager for granting Overdraft facilities to meet promotional expenses for a new office at Chennai.
23. Explain the barriers of communication.

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