

B.Com DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Business Communication

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define Communication.
2. What is downward communication?
3. What is an interview?
4. What is quotation?
5. Give any two situations of circular letter.
6. What is an agency?
7. What do you mean by enquiry letter?
8. Write a short note on report.
9. What is an agenda?
10. Explain the minutes of meeting.
11. What is an E-mail?
12. What is video conferencing?

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

Answer any **FIVE** questions

13. State the importance of communication.
14. Explain the functions of a business letter.
15. What is circular letter? state the circumstances in which it is drafted?
16. Write a short note on: a. commission agent b. broker.
17. What are the contents of report?
18. State the features of a company meeting.
19. List out the merits and demerits of internet.

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

Answer any **TWO** questions

20. List out the structure of a business letter.
21. Write a letter to Akash furniture market Coimbatore for their latest price list and catalogue.
22. Write a letter to a banker, for opening of a current account.
23. Briefly explain the various types of meeting of a company.

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