

**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 business communication.
2. What is meant by office environment?
3. What is meant by business letter?
4. Define – Enquiry letter.
5. What is meant by complaint letter?
6. Define –Bank correspondence.
7. Do you agree – correspondence with shareholders are necessary.
8. Define Minutes of the Meeting
9. What is meant by Report Writing?
10. Define “FAX”
11. What is meant by ‘Video Conferencing’?
12. Define ‘Notes’

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

Answer any **FIVE** questions

13. Explain the barriers business communication.
14. Draft a appointment letter for the post of junior engineer in agriculture department.
15. What are the various kinds of business orders?
16. Describe the points to be kept in mind to draft a bank correspondence.
17. Draft a circular regarding declaration of bonus to the staff member.
18. Explain about the agency correspondence.
19. Explain about the modern forms of communication.

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

Answer any **TWO** questions

20. Explain about the layout of business letter.
21. What are the various kinds of business letter?
22. What are the points to be kept in mind while drafting insurance correspondence?
23. Differentiate between internet and Video-Conferencing.

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