

B.Com(CS) DEGREE EXAMINATION, APRIL 2019
I Year II 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 grapevine communication?
3. Why are circular letters used?
4. What is an agenda?
5. What is e-mail?
6. What is meant by resume?
7. What are status enquiry letter?
8. What is video conferencing?
9. What is statutory meeting?
10. What is stress interview?
11. Why are collection letters written?
12. Expand the term FDR.

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

Answer any **FIVE** questions

13. What are the functions of Business correspondence?
14. List down the differences between offer and quotation.
15. Explain the objectives of circular letter.
16. Specify the benefits of website to a business.
17. Write a letter to Hitech Publishers, Chennai for their price details and recent catalogue.
18. Explain the different types of communication?
19. Draft an application for the post of an Accountant in a leading firm with reference to the advertisement published in the newspaper.

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

Answer any **TWO** questions

20. Elucidate the recent trends in communication technology.
21. Draft a letter for cancellation of order by Babu Traders to Shanghai Sales Corporation for 1000 cycle tyres.
22. Write a Circular letter about the Admission of a new partner Mr. Dhanvith in Ramesh Electricals & Company, Coimbatore.
23. Jamal Chinawares Company received from Tulsidas Brothers, Mumbai, Chinaware goods in a damaged condition. Draft a letter asking for replacement of goods.

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