

**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. What do you mean by a business letter?
2. What are good-news and bad-news letters in a business context?
3. Differentiate offer and quotation.
4. List the different types of communication in an organisation.
5. What are grievance letters?
6. List the essential features of circular letters.
7. State the objectives of a business meeting.
8. Distinguish reference and recommendation letters.
9. What are minutes?
10. Write a note on bibliography.
11. What is a routine report?
12. List the various sections of a business report.

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

Answer any **FIVE** questions

13. What are the essentials of a good business letter?
14. Discuss the importance of collection letters in a business.
15. What are grievance letters?
16. List the essential features of circular letters.
17. Draft a specimen agenda for a board meeting.
18. What are the guidelines to be observed while writing a report?
19. Describe the role of computers in business correspondence.

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

Answer any **TWO** questions

20. A customer of your company has received a defective product (two-wheeler). Draft a suitable convincing letter suggesting him for exchange of the product.
21. Explain the different kinds of reports prepared in a business organisation in detail.
22. Draft a suitable reply to a customer who has complained about the poor functioning of a refrigerator supplied by you.
23. Assume yourself as a Secretary of a manufacturing company. At present you are having overdraft facility upto 30 lakhs. Now write a letter to your banker requesting him to increase the overdraft limit upto Rs.50 lakhs. Specify the reasons for the need of finance.

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