

B.Com(ISM) DEGREE EXAMINATION, APRIL 2019
I Year I 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 business communication?
2. Write short note on Informal communication.
3. List out the components of communication cycle.
4. Write short note on notice, minutes.
5. Write short note on non-verbal communication
6. What is an enquiry letter?
7. Why should bank correspondence have correctness as an important feature?
8. What are testimonials?
9. What is meant by assignment?
10. Write a note on salutation.
11. What is email, video conferencing?
12. Explain the meaning of a committee report.

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

Answer any **FIVE** questions

13. Explain the vital elements in a business letter.
14. Draft an application for the post of Accounts Assistant in a Manufacturing firm.
15. Explain the various types of communication.
16. Write a complaint letter for the default goods received from M/S. Shah & Co.,
Details: 500 no's received @ 100 per no. on 18/01/2019.
17. Draft a notice to the members of a company inviting them to attend the ensuing annual general meeting. Inform about the resolutions to be passed in the meeting.
18. Write the characteristics of a good report.
19. Explain the various kinds of offer , points to be taken care while drafting such letters.

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

Answer any **TWO** questions

20. Explain the barriers of communication.
21. You have sent an order for accounts books, but the firm has failed to supply them within the specified time, Draft a letter for cancelling the order.
22. Bring out the importance of internet in a business.
23. Explain the various kinds of Reports prepared in a business organisation.

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