

B.Com(A&F) 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 Communication.
2. Explain Gestures.
3. What is meant by Business Letter?
4. What is Trade Enquires?
5. Give the meaning of Minutes of Meeting.
6. What do you understand by Fax?
7. What is E-Mail?
8. Give a Brief Note on Agenda.
9. What is Circular?
10. Bring out the meaning of Surrender Value.
11. Short note on Interview.
12. What is Cheque?

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

Answer any **FIVE** questions

13. Explain the structure of Business Letter.
14. What are the Principles of Effective Communication?
15. Elucidate the Features of good Report.
16. Briefly explain the Classification of Enquiry Letter.
17. Discuss the various Advantages of Internet.
18. Write Enquiry letter for steel cupboards.
19. Write short note: (a) Premium (b) Memorandum.

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

Answer any **TWO** questions

20. Discuss the various Types of Communication.
21. Write an Application letter for the post of an Accountant job in S Ltd.
22. Write a letter from the customer to the banker to stop payment for a cheque.
23. Discuss about the various Modern forms of Communication.

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