

**B.Com DEGREE EXAMINATION, NOVEMBER 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 Communication.
2. How is clarity important for a business letter?
3. Write the meaning of Report?
4. What do you mean by semantic barriers?
5. What is an Agenda?
6. Write a short notes websites.
7. What is Circular letters?
8. What is an unsolicited enquiry?
9. What is complaint letter?
10. List out any two merits of video conferencing.
11. Write a short note on E-mail.
12. What do you mean by Sales Letter?

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

Answer any **FIVE** questions

13. What is the 7 C's of effective communication?
14. Explain the various types of report.
15. State the advantages of E- mail.
16. Draft a circular letter for opening a new branch.
17. Write a letter to shareholder attending a company annual general meeting.
18. What are the barriers of communication?
19. Explain merits and demerits of modern communication.

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

Answer any **TWO** questions

20. Explain the layout of Business letters.
21. Write an application letter for the post of an accountant in a MNC Pvt. Ltd. in Chennai.
22. Draft a letter from the banker to the customer to close his bank account.
23. Describe the various uses of Internet.

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