

B.Com(ISM) DEGREE EXAMINATION, NOVEMBER 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. Define Communication.
2. What is a layout in business letter?
3. Explain an enquiry letter.
4. What is a complaint letter?
5. Describe the term Bank Correspondence.
6. Bring out the meaning of Agency.
7. What do you mean by Report Writing?
8. State the meaning of Circular.
9. Explain the term Video Conferencing?
10. What is an Internet?
11. List out any two kinds of the business letter.
12. What do you understand by minutes of meeting?

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

Answer any **FIVE** questions

13. What are the types of business communication?
14. Write a letter of complaint to a concern which has sent defective electrical products.
15. Draft a request letter to LIC for settlement of policy.
16. Determine the characteristics of good report.
17. Bringout the significance of websites and their uses in business.
18. Discuss the general principles of effective communication.
19. Explain the different kinds of business letter.

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

Answer any **TWO** questions

20. Enumerate the various barriers to communication.
21. You had recently introduced a new model washing machine. Draft a sales letter announcing this to your customers.
22. Write a letter to a banker asking extension of time for repayment of loan instalment.
23. Explain the different types of Reports.

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