

B.Com(BIM) DEGREE EXAMINATION, NOVEMBER 2019
II Year III 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 formal communication?
3. Define Interview.
4. State any two merits and demerits of written communication.
5. What is Agenda?
6. What do you mean by circular?
7. What is Minutes of a meeting?
8. Define Report.
9. Write a short note on E-Mail.
10. What is Video conferencing?
11. Write a short note on Banking letter.
12. Who is a del credere agent?

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

Answer any **FIVE** questions

13. Explain the different types of communication.
14. What are the Qualities of a Good Business Letter?
15. What are the different types of business report?
16. Write a letter to the bank for opening a new current account.
17. What are the functions of a Sales letter?
18. Describe the types of interview.
19. State the advantages of Internet.

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

Answer any **TWO** questions

20. Explain the barriers to communication.
21. Write a letter to a Bank Manager for extension of time for repayment of loan installment.
22. Draft the notice of the Annual General meeting of a Public Limited Company.
23. Enumerate the various modern forms of communication and their merits and demerits.

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