

**B.Com. DEGREE EXAMINATION, APRIL 2020**  
**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 the term communication.
2. What is oral communication?
3. What is gestural communication?
4. What is business letter?
5. What is bank correspondence?
6. What is agenda?
7. What is Fax.
8. Define internet.
9. What is video conferencing?
10. What is memorandum?
11. What is complaint letter?
12. What is office order?

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

Answer any **FIVE** questions

13. Explain the different types of communication?
14. Discuss about the layout of business letters.
15. Explain the different types of business letters.
16. Write the insurance correspondence regarding payment of premium.
17. What are the contents of agenda?
18. Explain the modern forms of business communication.
19. Write the complaint letter to manufacturer regarding defectives in goods supplied.

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

Answer any **TWO** questions

20. Explain the different barriers to communication. How to overcome all those barriers.
21. Explain the different kinds of correspondence to with shareholders and directors of the company.
22. Explain the different types of report writing.
23. Explain the impact of social media in business communication.

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