

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 Business communication.
2. What is meant by grapevine communication?
3. Why circular letters are written?
4. What is meant by Agenda?
5. What are semantic barriers?
6. What is meant by e-mail?
7. What is videoconferencing?
8. Who is a del-credre agent?
9. What is Bibliography?
10. What is meant by Annual report?
11. Why status enquiry letters are written?
12. What is meant by stress interview?

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

Answer any **FIVE** questions

13. Explain the advantages and disadvantages of upward communication?
14. Explain the different types of Interview?
15. Explain the functions of Business Letter?
16. List down the advantages of Video conferencing
17. What are the different lay outs used in drafting Business Letters?
18. Explain the secretarial duties regarding conducting of company meeting.
19. What are the guidelines to be observed while writing a report?

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

Answer any **TWO** questions

20. Write in detail about different modes of modern communication
21. Draft a circular letter regarding opening of a new branch by an established Company.
22. Explain the barriers of effective communication. Suggest remedial measures.
23. With reference to an advertisement in "THE HINDU" newspaper, write a letter to Maxi Company enquiring the prices, terms of sales etc.

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