

**B.Com(A&F) DEGREE EXAMINATION, APRIL 2020**  
**I Year II 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 formal communication?
3. What is Business Letter?
4. What is Letter of Enquiry?
5. Give the meaning of Agency Correspondence.
6. What is Bank Correspondence?
7. What is Report Writing?
8. What do you mean by Circular?
9. Define- Fax
10. What is an e-mail?
11. What is the purpose of writing sales letters?
12. What is a Complaint letter?

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

Answer any **FIVE** questions

13. Explain the principles of communication.
14. What are the guidelines for writing acknowledgement letters?
15. Write a letter to your banker for stop payment of a cheque.
16. Prepare a Meeting Agenda
17. Write a short note on Video Conferencing.
18. What are the barriers to communication?
19. Write a call letter to a candidate for attending the interview.

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

Answer any **TWO** questions

20. Explain in detail about the different types of communication.
21. Write a detailed note on the various kinds of Business Letters.
22. Write a letter to seek for an agency of distribution of Consumer Goods from a manufacturer.
23. Elaborate the uses of modern forms of communication in business.

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