

B.Com(BIM) DEGREE EXAMINATION, APRIL 2020
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 the term 'Communication'
2. List out any two kinds of business letters
3. What are testimonials?
4. What is quotation?
5. What is sales letter?
6. What do you mean by form letters?
7. Write a short note on 'Del Credre Agent'
8. Who is a company secretary?
9. Define 'Report'
10. What is office order?
11. What is video conference?
12. Mention any two demerits of fax.

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

Answer any **FIVE** questions

13. What are the advantages of listening?
14. What precautions to taken while replying to a customer's complaint?
15. Describe the structure of a sales letter.
16. What are the characteristics of a good report?
17. What are the duties of a company secretary?
18. Write notes on (a) Agenda (b) Minutes
19. List out the use of various forms of modern communication

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

Answer any **TWO** questions

20. Discuss the barriers to communication and how to overcome it.
21. Write a letter as a policyholder asking for a loan against life policy
22. Discuss the content of a good report
23. Explain the various kinds of business letters

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