

B.Com DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year IV Semester
BUSINESS COMMUNICATION

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. Explain the layout of the business letter with example.
2. Associate Sales circular with an Advertisement.
3. Write a sales letter in appealing the customer to visit the showroom of your business
to watch a demonstration of new washing machine with AI support.
4. Enumerate the qualities of effective correspondence with illustration.
5. You are the secretary of ITC Company in the Chennai Head office. Prepare an agenda for AGM.
6. Criticize impact of modern communication on higher education.
7. Solve.
 - a. Silence 1.Trading
 - b. Jargon 2.Social Platform
 - c. Twitter 3.Trading
 - d. Bing 4. Non-verbal Communication
 - e. E-commerce 5.Search engine