

**B.Com.(BIM) DEGREE EXAMINATION, ODD SEMESTER 2020**  
**II Year III Semester**  
**Business Communication**

**Max.marks :25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. What are the advantages of listening?
2. What precautions to be taken while replying to a customers complaint?
3. Describe the structure of a sales letter.
4. What are the characteristics of a good report?
5. What are the duties of a company secretary?
6. Write notes on (a) Agenda (b) Minutes.
7. List out the uses of various forms of modern communication.