

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**B.Com. END SEMESTER EXAMINATIONS APRIL-2022**

**SEMESTER - IV**

**20UCOCT4010 - Business Communication**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Explain oral communication and what are its advantages.
2. Define grapevine communication and how does it operate in an organization?
3. Prepare a sales letter introducing a new model scooter.
4. Sketch an office order asking its employees to submit their monthly work report within the stipulated time.
5. What facts should the secretary keep in mind while writing to a director?
6. Draft a letter on behalf of the life insurance corporation to a policy holder who wished to surrender his policy dissuading him from doing so.
7. Classify the different types of report.
8. Recommend what type of modern communication will suitable to a marketing company.

**Section B**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Describe with illustrations the different parts of a letter.
10. Show how the success of a sales letter depends upon the effectiveness of its opening and closing paragraphs give suitable illustration.
11. In the capacity of a branch manager, write a letter to the head office recommending a loan to a customer.
12. Drafts the minutes of the annual general meeting of the shareholders of a book publication co.
13. "Cellphones have become as necessary for modern businessmen as their computers" discuss.

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