

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.

BCOM.(BIM) END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

18UBBCT3008 - Business Communication

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

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

1. Explain the different types of communication.
2. Classify Business letter and personal letter.
3. Compute the steps in Business report writing.
4. Explain minutes, Notice and Agenda of Meetings.
5. Prepare a letter to principal requesting the award of an agency to you.
6. Describe how to make business letter effective.
7. Prepare an enquiry letter to collect the amount from one of your customer who Keeps amount of Rs 80,000 as outstanding for past 10 months.
8. Sketch the characteristics of good report.

Section C

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

9. Prepare a letter to a banker for getting an overdraft facility for your business Concern.
10. Ascertain modern communication devices in the business world.
11. Determine the principles of effective communication.
12. Prepare a circular letter to the customer informing them of new timing of your shop.
13. "Collect the amount but keep the customers." Discuss this as guiding principle for drafting a collection letter.