

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-2023

SEMESTER - IV

**20UCOCT4010 - Business Communication**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. What are the principles of communication?
2. Describe the layout of Business letter.
3. Compute the purpose of enquiry letter.
4. Classify the Sales letter.
5. Prepare the layout of Insurance correspondence.
6. Compute the characteristics of minutes of meeting.
7. Discuss the format of report writing.
8. Determine – websites and their use in business.

### **Section C**

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

9. Explain the methods of communication.
10. Classify the types of Interview.
11. Distinguish between Bank correspondence & Insurance correspondence.
12. Explicate the advantages and disadvantages of Memorandum.
13. Evaluate the uses of Fax, E-mail, Video conferences and Internet.

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