

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.(ISM) END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - I

20UBIAT1001 - Business Communication

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Explain the characteristics of a Written communication.
2. You have an overdraft limit with Bank of India for Rs.2,50,000. Write a letter to the Manager requesting it to be raised to Rs.5,00,000. Give reasons.
3. What is meant by report writing? Examine the Characteristics of a good report.
4. Write a short note on Video Conferencing.
5. Write a letter cancelling an order for stationery, as the goods ordered did not arrive on time.
6. Draft a letter warning a shareholder that his shares are liable to be forfeited if call is not paid before a specific date.
7. What is a Circular Letter? What are the features of a Circular Letter?
8. Elucidate the importance of Websites and their uses in business.

Section B

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

9. Explain the barriers to effective Communication.
10. Examine in detail the different kinds of Business Letter.
11. Draft a suitable reply to a customer who has complained about the poor quality of goods sent by you.
12. Describe in detail the contents of minutes of an Annual General Meeting of XYZ Company Ltd.
13. Explain the trends and developments in Internet as a vehicle in the modern form of communication.
