

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.(BIM) END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - III

21UBBCT3008 - Business Communication

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. List down the principles of effective communication.
2. Indicate the methods of communication within a business.
3. BC Pvt. Ltd., has revised the working hours of their company. The working days and hours have been changed as follows:
WorkingDays : Monday to Friday (except govt. holidays)
WorkingHours : 8:30 a.m. to 6:30 p.m. (including 1 hour lunch break)
The new timings will be effective from 01 January, 2023. Draft a circular informing the employees of the company of the changes.
4. What is the importance of business etiquette?
5. Illustrate the layout of a business letter.
6. Recommend the precautions to be taken while corresponding with shareholders.
7. Draft the agenda of a meeting of ABC Ltd., to be held on 31st October 2022 at 10:00 a.m. in the conference suite of the Carlton Hotel.
8. What are some of the common telephone etiquettes to be used in a business environment?

Section B

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

9. Elaborate on the role of etiquette and manners in communication.
10. Write a letter of appointment to Mr.Mothi Suresh offering him the position of software developer at HCCL Technologies, Mumbai mentioning the date of appointment, job profile, role, responsibilities, job location and working hours, salary, benefits and details of posting and probation.
11. Radhika's Silk Emporium, Bangalore writes a letter to Indian Bank (Cantonment Branch) seeking a loan of Rs.10,00,000 against the security of shares in their business for the purpose of constructing a new showroom. (a) Write a letter of request from Radhika's Silk Emporium to the bank, and (b) Write a suitable reply from the bank

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12. Examine the essentials of effective report writing with an example.
13. 'The communication process often gets sidetracked'. Explain why and how to overcome it.

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