

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.(CS) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - II

**21UBCAT2002 - Business Communication**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section B**

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

1. Bring out the principles in drafting a Business Letters.
2. How do you distinguish between an offer and Quotation?
3. What is collection letter? State its importance.
4. List out the Structure of an application letter.
5. Explain the importance of E - Communication and state its types.
6. Prepare a layout of a correspondence with Government Departments.
7. Write about Report by Committees.
8. What are the various features of good report?

### **Section C**

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

9. Explain the layout of a Business Letter.
10. Write a letter to enquire into the terms and conditions for the purchase of stationery on a large scale for your new office.
11. Write a letter to a customer to settle his account which he has not settled for a long time.
12. Draft a suitable reply to a Shareholder who complains about lower dividend.
13. Describe the various types of reports.

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