

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 APRIL-2023
SEMESTER - I

20UBIAT1001 - Business Communication

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Illustrate the layout of a Business Letter and label its contents.
2. Describe the barriers to communication with suitable examples.
3. How are business letters classified? Explain each of its functions.
4. Explain the contents of bank correspondence with customers and head office.
5. What is agenda? Show a specimen of an agenda issued by a business for its Board meeting.
6. Classify the modern forms of communication. Relate your experiences in encountering modern ways of communication in your institution.
7. Explain the etiquettes to be followed when a business email is sent?
8. "A report is a basic management tool used in decision making". Justify this statement.

Section C

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

9. What role does communication play in Business? Discuss the process of communication and its important elements.
10. What are the types of enquiries? Prepare a letter of enquiry to Hindustan Watch Company, Mumbai-1, asking for a copy of their latest catalogue. State that you propose to stock watches for sale. Ask for their best trade terms for the supply of their watches and clocks.
11. In the capacity of a branch manager, write a letter to the Head Office recommending a loan to a customer.
12. Prepare a report on the need to computerize the accounts department of your organization.
13. Critically analyse the importance of video- conferencing in business organisations and educational institutions.
