

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 NOVEMBER -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 semantic barriers to effective communication?
2. Classify the parts of a good business letter and draw a diagram indicating the position of each part in the letter.
3. Give hints for preparing a response to a complaint letter in which goods are damaged in transit and so the carrier is at fault.
4. Draft a circular letter announcing the admission of a partner of your firm.
5. What information should be included in a customers letter to a bank seeking an over draft facility?
6. Prepare a letter to the General Insurance company, Allahabad requesting them to settle your claim in respect of goods destroyed by fire giving full details.
7. Explain any four situations in which circulars may be issued.
8. Examine the different forms of modern communication.

### **Section C**

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

9. Explain in detail principles of effective communication.
10. Prepare a letter of appointment to a candidate mentioning details of the pay scale as well as other terms and conditions of service.
11. Prepare a letter on behalf of the chairman of the board of directors, to a well known businessman of your city inviting him to join the Board of Directors of your company.
12. Classify the main points to be considered in drafting a report.
13. Ascertain the various uses of the Internet for business purposes.

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