

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 NOVEMBER -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. "A good letter is one which is clear and brief". Comment.
2. Explain the role of Circular Letters in an organization.
3. Compute a letter to a shareholder who has expressed concern about the heavy impost of excise duty by the government and wants to know what the company proposes to do about it.
4. Explain the steps involved in the writing of a formal long report.
5. Illustrate why letters of enquiry should be clear, correct and complete.
6. You have decided to shift your show room to another locality in the town. Draft a circular letter announcing this to your customers.
7. Draft a reply regarding the credit status of a firm in your locality.
8. Examine the advantages and disadvantages of modern communication channels.

Section C

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

9. Describe the arrangement of a business letter.
10. Predict the situations in which the sellers are compelled to acknowledge orders first before executing them.
11. Organize the personal data part of an application letter.
12. Prepare a letter to a shareholder thanking him for his appreciation of the business results achieved by the company during the last year.
13. Write a report to the Chairman of the Board of Directors of the company about the recent unrest among the workers in the factory.
