

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 NOVEMBER -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. What is communication? Describe its importance.
2. Distinguish between formal and informal communication.
3. Enumerate the kinds of business letters.
4. State the essential contents of a letter seeking agency voluntarily in response to a press advertisement inviting applications.
5. List out the principles to be borne in mind in drafting letters to or from banks.
6. "Business reports are considered as tools of management"- Analyse.
7. Give the meaning of teleconferencing. List out its forms.
8. Enlist the advantages and disadvantages of BLOG.

Section C

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

9. Analyse the barriers related to communication. State the methods to remove these barriers.
10. Draft an inquiry for certain seasonal goods you require urgently.
11. A businessman writes to his bank that owing to excellent business prospectus on account of the approaching Deepavali, he should be granted overdraft facility to the extent of Rs.1,00,000 for one month without security. Draft the banker's reply.
12. Explain the steps involved in the writing of a formal long report.
13. Describe a brief about the new age communication channels available in the business world.
