

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.(BIM) END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - III

21UBBCT3008 - 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 principles of effective Communication?
2. Explain the points to be observed while writing a complaint letter.
3. Draft the Minutes of an Annual General Meeting.
4. Interpret the factors influencing Business Etiquettes.
5. List out the essential contents of a sales letter.
6. Explain the importance of Agency correspondence.
7. List out the types of Communication.
8. What are the types of Etiquettes in a business environment?

Section C

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

9. Explain in detail about the Barriers of Communication.
10. Classify the different parts of a business letter.
11. Describe the different types of correspondence.
12. Discuss about the essential requirements for preparing a Report.
13. Assess the need and importance of Etiquettes in a business environment.
