

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 APRIL - 2024

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. List the guidelines for effective business communication.
2. Discuss the kinds of business letters used in organisation.
3. Classify the types of agent under Import-Export.
4. Explain the significance of writing meeting minutes and agenda in business communication.
5. Write the importance of ethical behaviour in workplace.
6. State the purpose and layout of business letter.
7. Draft a sample Job application letter.
8. Summarise the purpose of Sales promotion letter and draft a model.

Section C

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

9. Describe the types of communication applied in business organization.
10. Outline the letter of enquiry and replies used in business communication with sample letters.
11. Elucidate the types of bank correspondence with suitable examples.
12. Discuss in detail the steps involved in writing a business report.
13. Summarise the do's and don'ts of telephone etiquette in a professional business environment.
