

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 - NOV'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. Explain the principles of effective communication.
2. Demonstrate how different communication methods can be used effectively in a business meeting.
3. Analyse how an effective reply to an enquiry letter can enhance customer relationships.
4. Sketch an appointment letter for a newly hired employee in your organisation.
5. Explain the common types of bank correspondence.
6. Analyse how effective insurance correspondence can reduce misunderstandings in claim settlements.
7. Prepare minutes of a meeting held to discuss a new project proposal.
8. Evaluate how well telephone etiquette impacts customer service quality and client retention.

Section C

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

9. Identify a situation in which communication barriers might occur and suggest ways to overcome them.
10. Bring out the structure and purpose of an order.
11. Evaluate the effectiveness of shareholder correspondence in maintaining transparency and trust between the company and its shareholders.
12. Explain the effectiveness of office orders and circular notes in disseminating information across different departments.
13. Judge the importance of consistent application of business etiquette across different types of business interactions.
