

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. CA - END SEMESTER EXAMINATIONS - NOV'2024
SEMESTER - III

23UCCCT3005 - Business Communication

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Describe the different types of communication.
2. Write an enquiry letter from M/s.Rajesh Trading Co. to the Agra General Merchants asking for details of the woollen cloths, and terry cotton cloths.
3. Explain the principles of effective communication.
4. A business man needs a loan of Rs.1,00,000/- to be invested on the purchases of cloths on account of the approaching Deepavali festival on his personal security. Draft the banker's reply.
5. Describe the need of Business Etiquettes.
6. Messrs. Rajesh Trading Company needs a typist, who possesses good speed in typewriting. Apply for the post with details within 10 days.
7. Describe the characteristics of a good report.
8. Prepare a complaint letter to a seller for a delivery of poor quality of goods.

Section C

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

9. Give the proforma of a business letter.
10. Write a letter to a manufacturer of a certain variety of soaps with an idea of taking wholesale agency for your state, where a thick population exists and where you expect a good turnover of sale.
11. As a manager of a bank write a letter to an undesirable customer, informing him that his account has been closed and that he is no longer a customer of the bank.
12. Bring out the different types of Etiquettes in a business environment.
13. Evaluate the different types of business reports.
