

COURSE CODE - 1010101

UG DEGREE EXAMINATION – SEP 2014

BA (BUS.ECO)/ BBA /BBA (AM)/ BBM / BCOM (ACC.FIN /INT.BUS)/

BCOM / BSC (HCM)

BUSINESS COMMUNICATION

**(For Candidate Admitted From Calendar Year 2007 to Calendar Year
2011)**

Time: 3 Hours

Max.Marks:75

PART - A

Answer All the Questions:

10 X 2 = 20

Answer should not exceed ½ pages

1. What is communication?
2. Write about business letters.
3. How can applying for license?
4. Mention a few working conditions of Employees.
5. Define – Report Writing.
6. Write an application for appointment.
7. How can you prepare the resume?
8. Write a letter to the bank to open an account.
9. What is meant by Report?
10. Define – Bank correspondences.

PART - B

Answer All the Questions:

5 X 5 = 25

Answer should not exceed 1½ page.

11. a. Write a note on types of barriers of communication.

(Or)

- b. Give a layout of business letters.

12. a. Write on secretary's letters to the directors.

(Or)

- b. What is insurance correspondence agency?

13. a. Write a note on characteristics of good précis writing.

(Or)

- b. How can write a letter written to income tax office?

14. a. Define – Drafting an application for appointment.

(Or)

- b. Write about collection letters.

15. a. What is company's correspondence with the government offices?

(Or)

- b. Generally write about the business communication.

PART - C

Answer any Two Questions:

2 X 15 = 30

Answer should not exceed 5 pages.

16. Write briefly about different types of report.
17. Write a note on ordering goods and complaining about damaged goods.
18. Explain – Reports to the news papers and local police station.
19. Explain in detail the various business enquiries and replies.
20. What are the letters of the editors?