

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2021 ONLY)

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : MAY - 2023**

**COURSE NAME: B.A.-ECONOMICS**

**MAXIMUM MARKS: 70**

**SEMESTER: IV**

**TIME : 3 HOURS**

**PART - III**

**BUSINESS COMMUNICATION**

**SECTION - A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Communication is sharing of information between two or more persons, with continuous \_\_\_\_\_.  
a) Efforts                      b) Feedbacks                      c) Gestures                      d) Movements
2. Which of these are the most common type of business letters?  
a) Letters of application                      b) Letters of enquiry  
c) Letters of order                      d) Letters of adjustment
3. \_\_\_\_\_ are independent professionals appointed by an insurance company to assess the loss or damage when a claim is notified under a policy issued by them.  
a) Loss assessors                      b) Surveyors                      c) Agents                      d) Underwriter
4. Where is the date mentioned in a Minutes?  
a) Top left                      b) Top right                      c) Bottom left                      d) Bottom right
5. A report or account is an: \_\_\_\_\_.  
a) Informational work                      b) Technical work                      c) Professional work                      d) None of these

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Define Communication.
7. What is the format of advertisement?
8. Why do we need insurance?
9. What do you mean by circulars?
10. What is report writing?

**SECTION – B**

**(5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Describe the objectives of communication.

**(OR)**

- b) List the Various styles of layout in business letter.

**(CONTD.....2)**

12. a) Experiment with how to write a letter of enquiry.

(OR)

b) What are the features of a sales letter?

13. a) Bring out the merits of marine insurance.

(OR)

b) What are the kinds of fire insurance?

14. a) Find the steps of agenda.

(OR)

b) Identify the format of appointment letter.

15. a) What are the Characteristics of Good Report?

(OR)

b) How do you prepare an Organisational report?

### SECTION - C

(4 X 10 = 40 MARKS)

**ANSWER ANY FOUR OUT OF SIX QUESTIONS**

**(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS. (K4 (Or) K5)**

16. List the various steps in preparing a report.

17. Explain the different types of communication in business.

18. How to write an effective complaint letter?

19. Enumerate the principles of life insurance.

20. How do you write an agenda for a meeting and minutes?

21. Explain the various types of Business Reports.

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