

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

END-OF-SEMESTER EXAMINATIONS : MAY – 2023

B.Com. E.COMMERCE

MAXIMUM MARKS: 50

SEMESTER: II

TIME : 3 HOURS

PART - III

BUSINESS COMMUNICATION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Communication with words is called -----

- a) Verbal communication c) Downward communication
b) Non-verbal communication d) Upward communication

2. Confirmation letter drawn by the seller is _____.

- a) Acknowledgement b) Circular letter c) Order letter d) Defective letter

3. On certain occasion a businessman has to communicate some message to a large number of customers and suppliers. For this purpose, he uses ----- letters.

- a) Trade b) circular c) Complaints d) Collection

4. ----- means recording the proceeding of the meeting.

- a) Report b) Letter c) Minutes d) Agenda

5. Face to face question-answer type of interview is

- a) Patterned interview b) Direct interview c) In-depth interview d) Panel interview

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is Business letter?

7. What is solicited enquiry?

8. What do you mean by adjustment letters?

9. What is agenda?

10. What is letter of application?

SECTION – B

(5 X 3 = 15 MARKS)

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

(K3)

11. a) Show the different kinds of business letter.

(OR)

b) State the importance of Communication.

12. a) List the purpose of sending a letter of enquiry.

(OR)

b) State the types of enquiry letters.

13. a) Show the number of purpose of sales letter.

(OR)

b) Assess the objectives of writing circular letters.

14. a) Examine the types of minutes.

(OR)

b) Preparing the agenda is a very useful practice' – Discuss.

15. a) Detail the various contents of letter of application.

(OR)

b) List the types of application letter.

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)

16. a) Describe the Layout of a business letter.

(OR)

b) Discuss the methods of communication.

17. a) Explain the important points to be remembered while drafting an 'enquiry' letter.

(OR)

b) What particulars must be stated in a letter of enquiry asking for the prices of certain goods? Draft such a letter.

18. a) Mention important guidelines to write an effective collection letter.

(OR)

b) Explain the situations in which circular letters may be sent.

19. a) What are the rules to be observed while drafting minutes?

(OR)

b) Draft the Specimen agenda of a statutory meeting.

20. a) Draft an application for the post of a chief accountant in an export organization.

(OR)

b) Explain the different kinds of interviews.
