

(NO. OF PAGES: 2)

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022

ONLY)

SUB CODE

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : MAY 2024

B.A ECONOMICS

MAXIMUM MARKS: 50

SEMESTER : IV

TIME : 3 HOURS

PART - III

BUSINESS COMMUNICATION

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Communication is a

- (a) One way process (b) Two way process (c) Three way process
(d) Four way process

2. _____ letters are written by a customer to the manufacturer who fail to dispatch the goods within the stipulated time.

- (a) Enquiry letter (b) Complaint letter (c) Sales letter (d) Circular letter

3. As essential features of all correspondence with bank is _____.

- (a) Confidential (b) Clear (c) Protect (d) None

4. The minute books are the _____ book of the company.

- (a) Subsidiary (b) Statutory (c) Obligatory (d) Secondary

5. _____ report is usually in the form of a person to person communication.

- (a) Informal letter (b) Formal letter (c) Periodic report (d) Special report

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)

6. What is Communication?

7. What are Sales Letter?

8. Explain the importance of Business Correspondence.

9. What do you mean by Agenda?

10. What is meant by Report?

(CON..2)

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) What is Grapevine Communication?
(OR)
b) Explain the functions of a business letter.
12. a) Write a note on adjustment letters.
(OR)
b) What are collection letters? When are they written?
13. a) What is surrender value?
(OR)
b) What do you understand by company secretarial correspondence?
14. a) What do you mean by Agenda?
(OR)
b) State any three objectives of Meeting.
15. a) What are the characteristics of a good report?
(OR)
b) Explain the contents of report.

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4)**

16. a) Describe the objectives of business communication.
(OR)
b) Explain the layout of business letter.
17. a) Draft a specimen enquiry letter asking for price of computer.
(OR)
b) Write a sales letter introducing a new scooter.
18. a) Explain the stages included in arranging insurance cover.
(OR)
b) List out banking correspondence functions in detail.
19. a) Discuss the kinds of interview.
(OR)
b) How to prepare a agenda for a meeting?
20. a) Enumerate the significance of report writing.
(OR)
b) Explain the classifications of report.