

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **24 UEC 204**

DURING THE ACADEMIC YEAR 2024-25 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**END-OF-SEMESTER EXAMINATIONS : MAY – 2025****B.Com.-E.COMMERCE****MAXIMUM MARKS: 75****II SEMESTER****TIME : 3 HOURS****PART – III
BUSINESS COMMUNICATION****SECTION – A (10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.****(K1)**

1. What is the primary purpose of business communication?
 - a) Entertainment
 - b) Information sharing
 - c) Personal expression
 - d) Time pass
2. Which of these is the most common type of business letters?
 - a) Letters of application
 - b) Letters of enquiry
 - c) Letters of order
 - d) Letters of adjustment
3. In which place the details of enclosures mentioned in the letter?
 - a) Beginning of the letter
 - b) Below the signature column
 - c) Right-hand side of the letter
 - d) Main body of the letter
4. What is the primary purpose of company secretarial correspondence?
 - a) To entertain employees
 - b) To ensure legal compliance and communication
 - c) To increase business sales
 - d) To promote marketing activities
5. What is a resume ?
 - a) Detailed autobiography
 - b) Summary of educational qualifications and work experience
 - c) Story about career struggles
 - d) Formal thank-you letter

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

6. List the key elements of business communication.
7. State the purpose of a credit and status enquiry letter in business.
8. Define sales letter.
9. Specify the meaning of Agenda.
10. What do you mean by structured interview?

SECTION – B (5 X 5 = 25 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Highlight the importance of Effective Business Communication.

(OR)

- b) Explain the modern methods of business communication.

12. a) Underline the essential components of a purchase order.

(OR)

- b) Write a letter to a company for planning an order for 500 laptops.

(CONTD 2)

13. a) List the common mistakes to avoid when writing a sales letter.
(OR)
b) Outline the significance of compliant letters.

14. a) Specify the key components of an effective agenda.
(OR)
b) Differentiate between formal and informal reports.

15. a) Indicate the common mistakes in resume writing, and how can they be avoided.
(OR)
b) Classify the interviews conducted in job recruitment.

SECTION – C (5 X 8 = 40 MARKS)

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

16. a) Explain the types of communication.
(OR)
b) Describe the layout of business letters.

17. a) Discuss the role of trade enquiries in international trade and commerce.
(OR)
b) Explain the key elements of an effective purchase order and its importance in business.

18. a) Draft a circular letter announcing to open a new branch of retail outlet.
(OR)
b) Write a Sales Letter for a Special Discount Offer in your company products

19. a) Explain the different types of business reports prepared by a company secretary.
(OR)
b) Draft a specimen minutes of a company meeting.

20. a) Draft an application for the appointment along with resume.
(OR)
b) Discuss the principles governing the preparation of reports.