

(NO. OF PAGES: 2)

(FOR THE CANDIDATES ADMITTED

SUB CODE **23UEO4A4**

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : APRIL-2025

B.A ECONOMICS

MAXIMUM MARKS: 75

SEMESTER-IV

TIME : 3 HOURS

PART - III

23 UEO 4A4– -BUSINESS COMMUNICATION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

- 1.Business communication is the process of
a)expression b)channeling c)interchanging of ideas d)all the above
2. circular includes
a)adjective b) noun c) argument d)All the above
3. The maximum age limits of LIC is
a)65 b)75 c) 85 d)95
4. A list of matters to be discussed at a meeting is called as
a)agenda b)Report writing c)both a and b d)All the above
5. Report writing may draft by
a)Individual b) Committee c)both a and b d)None of the above

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is business communication?
7. What is Circular?
8. Define Banking
9. Define Agenda
10. Mention about Report writing

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a)What are the Objectives of Business communication?

(OR)

- b)What are the Importance of Business communication?
12. a)Write down the importance of Complaints and Adjustments
(OR)
b)Write down the importance of Circular letters
13. a)State about Life Insurance
(OR)
b)State about Fire Insurance
14. a)Drafting the Agenda of Board Meetings
(OR)
b)Drafting the Minutes of Board Meetings
15. a)Mention the items included for the Preparation of Report
(OR)
b)Mention the importance of Organisation of Report

SECTION – C

(5 X 8 = 40 MARKS)

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

16. a)Explain the various Types of Communications
(OR)
b)Explain the Essentials of a Good Business Letter
17. a)Narrate the importance of Sales letter
(OR)
b) Drafting an Advertisement copy of particular product in the company.
18. a)Assess the current importance ofMarine Insurance
(OR)
b)Explain in detail about Agency Correspondence and Secretarial Correspondence
19. a)Write down the particulars of Application Letters and Interview Letters
(OR)
b)write down the particulars of Appointment Letters
20. a)Write down the Types of Business Reports
(OR)
b)Write down the Characteristics of Good Report