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**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2024**

**ONLY)**

**REG.NO.**

**23UPA411**

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

**END-OF-SEMESTER EXAMINATIONS : MAY-2025**

**B.COM(PA)**

**MAXIMUM MARKS: 75**

**SEMESTER : IV**

**TIME : 3 HOURS**

**PART - III  
EXECUTIVE COMMUNICATION  
SECTION - A**

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

**ANSWER THE FOLLOWING QUESTIONS.(K1)**

1. What is the basic definition of communication?

- a) Exchange of ideas and information
- b) Writing letters only
- c) Listening without responding
- d) Speaking in a loud voice

2. A complaint letter is written to.....

- a) Express dissatisfaction with a product or service
- b) Appreciate the quality of service
- c) Request a job interview
- d) Advertise a new product

3. A pay-in slip is used for.....

- a) Depositing money into a bank account
- b) Withdrawing cash from an ATM
- c) Transferring money via mobile banking
- d) Applying for a loan

4. Which of the following is NOT a key component of a resume?

- a) Work experience
- b) Personal hobbies
- c) Educational qualifications
- d) Contact information

5. .... is Primary purpose of report writing.

- a) To communicate information clearly and systematically
- b) To write personal letters
- c) To advertise products
- d) To entertain readers

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

**(K2)**

6. Write any two need of Business latter.

7. What is an order?

8. What is a cheque?

9. Write two objectives of interview techniques.

10. What is a sales report?

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

11. a) What is the importance of Communication? (K3)  
**(OR)**  
 b) List three essentials of an effective business letter.

12. a) Why do businesses send trade enquiry letters?  
**(OR)**  
 b) Write short notes on Collection latter and Sales Latter.

13. a) List out the features of effective banking correspondence?  
**(OR)**  
 b) What is insurance correspondence?

14. a) How should a candidate prepare for an interview?  
**(OR)**  
 b) What are the different types of resumes?

15. a) Define Form 16.  
**(OR)**  
 b) Define inward and outward mail registers.

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

16. a) Describe the different types of communication with suitable examples. **K4**  
**(OR)**  
 b) What is a business letter? Explain its need and functions in business communication. **K4**

17. a) Discuss the role of trade enquiry letters in business transactions. **K5**  
**(OR)**  
 b) Discuss different types of circular letters with examples. **K4**

18. a) State the structure of a pay-in slip. **K4**  
**(OR)**  
 b) Explain the essential components of an agency agreement letter. **K5**

19. a) Narrate the qualities needed for success in a group discussion. **K4**  
**(OR)**  
 b) Explain the different types of interviews. **K4**

20. a) Describe the key features of an effective report. **K4**  
**(OR)**  
 b) What are Saral Forms? Explain their use in tax filing. **K5**

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