

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **23 UCO 5S1**

DURING THE ACADEMIC YEAR 2023-24 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

B.Com. (AIDED & S.F.)

MAXIMUM MARKS: 75

V SEMESTER

TIME : 3 HOURS

PART – III

BUSINESS COMMUNICATION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which is the process of influencing some to adopt a specific belief, attitude, or behaviour?
 - a) Order
 - b) Persuasion
 - c) Instruction
 - d) Advice
2. What is the main purpose of a trade enquiry?
 - a) To request information about goods or services
 - b) To file a complaint
 - c) To advertise a product
 - d) To make a legal claim
3. Which one is the main purpose of a collection letter?
 - a) To introduce a product
 - b) To make a payment
 - c) To request payment from a debtor
 - d) To reply to an enquiry
4. What is an agenda in secretarial practice?
 - a) A company report
 - b) A financial document
 - c) A letter to the director
 - d) A list of items to be discussed in a meeting
5. Which one is the objective of a press release?
 - a) To advertise a product
 - b) To communicate official information to the public
 - c) To apply for a job
 - d) To prepare agenda for a meeting

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is Communication?
7. What is Order ?
8. What is meant by Collection letter?
9. What is Minutes?
10. What is Promotion?

(CONTD 2)

SECTION - B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) State the functions of Business letters.
(OR)
b) Describe any five modern methods of Business communication.
12. a) Explain the essential points to be included in a Credit enquiry letter.
(OR)
b) Describe the procedure involved in the Execution of an order in a Business firm.
13. a) Explain the importance of a Collection letter in business.
(OR)
b) What are the different stages in a Collection series?
14. a) Explain the key points to be remembered while preparing Minutes of a meeting.
(OR)
b) Write a short note on correspondence with shareholders in a company.
15. a) Write a short note on Brochures.
(OR)
b) Explain the Structure of a classified advertising.

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 Essentials of the business letters.
(OR)
b) Discuss in detail the Layout of a business letter.
17. a) Write a detailed note on complaints and adjustments in Business communication.
(OR)
b) Explain the general procedure for settlement of claims in Trade correspondence
18. a) What is a Debtors Explanation Letter? Draft a sample letter from a Debtor explaining the delay in payment.
(OR)
b) Write a detailed note on how to reply to a Debtor's explanation letter with an example.
19. a) Analyse the Essentials of a well prepared Agenda.
(OR)
b) Explain the Types of secretarial correspondence with directors, shareholders, and others with examples.
20. a) Draft a job application letter along with a resume for the post of an Assistant Manager in a reputed company.
(OR)
b) What is letter of Appointment? and explain with suitable example.