

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **25 UEC 204**

DURING THE ACADEMIC YEAR 2025-26 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : MAY– 2026

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. The word “communis” is derived from _____ word.
a) Greek b) Latin c) Chinese d) English
2. Execution of an order refers to _____.
a) Processing b) Packing c) Dispatching d) All the above
3. Which of the following is not a type of business letter?
a) Business enquiry b) Sales letter c) Quotations d) Reference letter
4. Official record of the proceedings of the meeting is called _____.
a) Agenda b) Minutes c) Report d) Draft
5. Formal interview is also known as _____ interview
a) Planned b) Unplanned c) Unstructured d) Group

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define business communication.
7. What is credit enquiry?
8. Write the functions of sales letter. (Any two)
9. What is agenda?
10. What do you mean by business report?

SECTION – B

(5 X 5 =25 MARKS)

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

11. a) Explain the importance of effective business letter.

(OR)

- b) Distinguish between formal and informal communication.

(CONTD 2)

12. a) List the basic stages of correspondence between a buyer and a seller.

(OR)

- b) Write an enquiry letter M/S Sharma, cloth merchants, Mumbai for getting details of products and price lists.

13. a) Explain the chief characteristics of a well-drafted complaint letter.

(OR)

- b) Examine the need of E-mail Ethics in the modern business world.

14. a) Describe the main duties of a company secretary.

(OR)

- b) Draft the minutes for an Annual General Meeting of a company.

15. a) How will you prepare resume? Explain with examples.

(OR)

- b) Write the characteristics of a good speech.

SECTION – C (5 X 8=40 MARKS)

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

16. a) Explain in detail modern communication methods.

(OR)

- b) Design the lay-out of business letter.

17. a) Draft a letter for cancelling the order due to delayed supply.

(OR)

- b) Write a favourable reply letter for the status enquiry.

18. a) Draft a suitable reply to a customer who has complained that the quality of paint supplied to him was not as per the specification.

(OR)

- b) “Collection letters are usually written in a series” Explain in detail.

19. a) Write a reply as the secretary to a director, who had complaints about the non-receipt of notice for Company Board Meeting.

(OR)

- b) Discuss the importance of report writing.

20. a) Evaluate the techniques and types of interviews.

(OR)

- b) Write an application letter for the post of an accountant in a limited company, at Mumbai.