

(FOR THE CANDIDATES ADMITTED

24UEO4A4

DURING THE ACADEMIC YEAR 2024-2025 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS: MAY 2026

BA ECONOMICS

MAXIMUM MARKS: 75

SEMESTER - IV

TIME : 3 HOURS

PART - III

BUSINESS COMMUNICATION

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which of the following is a formal means of Communication?

- a) Telephone call b) Circular letter c) Oral Conversation d) Non-written

2. An Enquiry made by a buyer before placing an order is called _____

- a) Trade Enquiry b) Personal Enquiry c) Sales Enquiry d) Feedback Enquiry

3. Insurance correspondence mainly deals with _____

- a) Sales promotion b) Risk coverage c) Product advertising d) Employee relations

4. The Meeting Agenda is a Circulated on the time of _____

- a) After the meeting b) During the Meeting c) Before the Meeting d) End of the Meeting

5. Report prepared at regular Intervals is Called _____

- a) Special Report B) Periodic Report c) Regular Report d) Informal report

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Business Communication

7. Explain Sales letter

8. Define marine Insurance

9. Define the concept Minutes

10. Define Business Report

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) Assess the Importance of Business Communication

(OR)

b) Examine the Functions of Business Communications

12. a) Describe the types of Advertisement

(OR)

b) Interpret the Objectives of Collection Letter

ETHICAL PAPER

(CONTD 2)

13. a) Explain the concept of Insurance Correspondence
(OR)
b) Explain the importance of Life Insurance
14. a) Examine the essential components of Appointment Letters
(OR)
b) Describe the procedures for minutes of Board Meetings
15. a) Compute the steps to be followed in Preparation of Report
(OR)
b) Compare Report Drafting by Individuals and Committees

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Classify the Types of Communications
(OR)
b) Examine the essentials of Good Enquiry Letter
17. a) Explain the features of advertisement of the Product
(OR)
b) Analyse the various sources of Credit
18. a) Explain the need for taking Marine Insurance
(OR)
b) Evaluate the nature and objectives of Secretarial Correspondence
19. a) Draft application letter for a HR role in X Company
(OR)
b) Differentiate Agenda and Minutes.
20. a) Explain the characteristics of Good Report
(OR)
b) Classify the types of Business Reports

SUBJECT CODE/-24 UEO 4A4