

(NO. OF PAGES: 2)

(FOR THE CANDIDATES ADMITTED

24 UPA 411

DURING THE ACADEMIC YEAR 2024-2025 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : MAY 2026

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. Exchange of idea or information from one person to another is known as _____
(a) Telephone (b) Order (c) Communication (d) Controlling
2. Dunning letter is also called as _____
(a) Price quotation (b) Collection letter (c) Order (d) Trade enquiry
3. The following one is not an essential characteristic of banking correspondence _____
(a) Briefness (b) Clearness (c) Completeness (d) Ambiguity
4. The application letter is divided into _____
(a) Two types (b) Three types (c) Four types (d) Five types
5. Which of the following is not a basic part of report?
(a) Introduction (b) Discussion (c) Executive summary (d) Glossary

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is trade enquiry?
7. State the meaning of Business letter
8. Interpret minutes
9. Explain Interview
10. What do you mean by saralform?

SECTION – B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) Interpret types of communication.
(OR)
b) Examine the essentials of effective business letter
12. a) List down the features of circular letter.
(OR)
b) Describe credit letter.

ETHICAL PAPER

(CONTD..2)

13. a) Assess the principles of insurance.
(OR)
b) What is agenda? Show its content.
14. a) Examine the characteristics of a good speech.
(OR)
b) Show the content of Resume.
15. a) Sketch a letter to the editor regarding frequent breakdown of electricity.
(OR)
b) List the key points while drafting Inward mail register.

SECTION – C

(5 X 8 = 40 MARKS)

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

(K4 (Or) K5)

16. a) Outline the structure of a business letter.
(OR)
b) Summarize the barriers to communication.
17. a) Develop an enquiry letter asking for price of knitting machine.
(OR)
b) Discuss briefly the various stages in collection letter.
18. a) Write a letter to a banker for opening of bank account.
(OR)
b) Develop a letter enquiring about the surrender value of a policy.
19. a) Write an application letter for the post of accountant.
(OR)
b) Discuss the types of Interview.
20. a) Enumerate the features of a good report.
(OR)
b) Prepare a sales letter about an electric scooter.
