

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **20 UCO 516**

DURING THE ACADEMIC YEAR 2020-21 ONLY)

REG.NO. :

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

**END-OF-SEMESTER EXAMINATIONS : DECEMBER – 2022**

**B.Com. (AIDED & SF)**

**MAXIMUM MARKS: 70**

**V SEMESTER**

**TIME : 3 HOURS**

**PART - III**

**BUSINESS COMMUNICATION**

**SECTION – A**

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

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Grapevine communication is associated with \_\_\_\_\_communication.  
a) Formal      b) Informal      c) Horizontal      d) Vertical
2. Orders and directives are the example of \_\_\_\_\_  
a) Downward communication      b) Upward communication  
c) Diagonal communication      d) Horizontal communication
3. A circular is a form of \_\_\_\_\_  
a) Oral communication      b) Face-to-face communication  
c) Group communication      d) Visual communication
4. Where is the date mentioned in a minutes?  
a) Top left      b) Top right      c) Bottom left      d) Bottom right
5. A resume summarizes the following:  
a) Strengths and weaknesses      b) Personality      c) Education and experience      d) Hobbies

**ANSWER THE FOLLOWING ONE OR TWO SENTENCE.**

**K2**

6. Define business communication.
7. Explain trade enquiry
8. Indicate the meaning of collection letter
9. Differentiate between Agenda and Minutes
10. Explain job application letter

**SECTION – B**

**(5X4 =20 MARKS)**

**ANSWER EITHER (A) OR (B) IN EACH OF THE FOLLOWING QUESTION . K3**

11. a) Highlight the features of good business letter.

(OR)

- b) Enumerate the different kinds of business letter.

12. a) State the points to be noted while writing an order letter.

(OR)

b) List and explain need the borne in mind while writing an adjustment letter.

13. a) Narrate the importance of collection letter.

(OR)

b) Point out the objectives of circular letter.

14. a) Explain how should a secretary organize a meeting.

(OR)

b) List out the qualities of a company Secretary.

15. a) Assess the various types tools used in public relation.

(OR)

b) What points are to be covered while drafting an advertisement copy?

#### SECTION – C

(4 X 10 =40 MARKS)

ANSWER ANY FOUR QUESTIONS OUT OF SIX QUESTIONS.

(K4 (Or) K5)

(Question Number: 16 is compulsory)

16. Bring out the significance of effective business communication

17. Draft a letter expressing inability to book orders on account of heavy orders on hand

18. State the occasions when collection letters are drafted

19. As the secretary of the company, write a letter to a director requesting him to attend an important board meeting

20. Elaborate the various stages involved in an interview.

21. Draw the model format of appointment letter for job

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