

(NO.OF PAGES:2)

21UBI306

REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022

B.Com-Banking & Insurance

MAXIMUM MARKS: 70

III SEMESTER

TIME: 3 HOURS

PART III

EXECUTIVE BUSINESS COMMUNICATION

SECTION – A **(10 X1 = 10 MARKS)**

ANSWER THE FOLLOWING QUESTIONS

(K1)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define communication.
7. Define order
8. Explain letter.
9. Define the term insurance.
10. Explain minutes of meeting.

(CONTD 2)

SECTION – B **(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.** **(K3)**

11. a) Describe the barriers to communication.
(OR)
b) List out the functions of business letter.
12. a) Discover the contents of an order letter.
(OR)
b) Describe a model letter for complaining the dispatch of defective goods.
13. a) Discover the causes for complaints.
(OR)
b) Describe the objectives of a circular letter.
14. a) Construct a letter for a policyholder to enquire about the surrender value of the policy..
(OR)
b) List the elements of a good banking correspondence.
15. a) Discover the contents of application letters.
(OR)
b) Describe the natures of a good public speech.

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS (FROM Qn. No: 17 to 21) (K4 (Or) K5)**

16. Outline the layout of a business letter.
17. Categorize the various types of enquiry letters.
18. Point out the factors to be remembered while drafting a letter for the circular.
19. Discuss the types of banking correspondence.
20. Interpret the stages of agency correspondence.
21. Analyse the types of interviews.