

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020-21 ONLY)

SUB CODE **20 UP A 515**

REG.NO. :

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

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

**B.Com. – P.A.**

**MAXIMUM MARKS: 70**

**V SEMESTER**

**TIME : 3 HOURS**

**PART - III**

**EXECUTIVE COMMUNICATION**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Communication is.....
  - a) one way process
  - b) two way process
  - c) three way process
  - d) four way process.
2. Request for a cash credit is written to .....
  - a) banker
  - b) director
  - c) Government
  - d) none of the above
3. Letters addressed to a customer regarding the shifting of a business to new premises are called .....letter
  - a) Sales
  - b) collection
  - c) circular
  - d) none of the above
4. In a group discussion one must be communicated with .....
  - a) hostility
  - b) ignorance
  - c) knowledge
  - d) spoken
5. Report present conclusion is based on
  - a) belief
  - b) investigation
  - c) impression
  - d) intuition

**SHORT ANSWERS.**

**(K2)**

6. What is business communication?
7. What is a circular letter?
8. What is bank correspondence?
9. What is job application?
10. What is report?

**(CONTD.....2)**

**SECTION-B****(5 x 4 = 20 Marks)****ANSWER EITHER (a) (OR) (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Briefly explain the function of business letter.

**(OR)**

- b) What are the principles of communication?

12. a) Explain the advantages of circular letter?

**(OR)**

- b) Explain the structure of sales letters.

13. a) List the terms of agency correspondence.

**(OR)**

- b) Write notes on

- 1) Agenda          2) Minutes

14. a) How to prepare your own Resume?

**(OR)**

- b) What are the characteristics of good speech?

15. a) List out the futures of sales report?

**(OR)**

- b) Write the short note on Inward and Outward mail register.

**SECTION-C****(4 X10 = 40 Marks)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(K4/K5)**

**( 16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS From Q.No. 17-21)**

16. Explain the types of communication.
17. What are the barriers to communication?
18. Explain the functions of sales letter.
19. Explain the kinds of banking correspondence?
20. Explain the various kinds of interviews.
21. Discuss the futures of report writing.

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