

BCOM 1002/BBA 1002

B.Com./B.B.A. DEGREE EXAMINATION,
JANUARY 2021.

First Year — Non-Semester

Commerce/Business Administration

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. “Communication is the lifeblood of a business organisation” - Explain.
2. What are the objectives of communication?
3. State the various function of business letters.
4. List out any eight terms used in offer and quotation.
5. Draft a circular letter announcing the change of premises of branch of Indian Overseas Bank in Madurai.
6. Define - Minutes. Explain the points kept in mind to writing of minutes.

7. What are Public Relation Letters? List out its characters.
8. Distinguish between oral report and written report.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Define - communication. Discuss the barriers to effective communication. How can these barriers be overcome?
10. Explain the layout of a business letter of an organisation and also give a specimen of business letter.
11. Draft a letter to enquire of you suppliers about the price at time of delivery of raincoats, overcoats of sports materials.
12. Write a letter to LIC of Mumbai asking for loan.
13. Write a letter Tamil New Year greetings to be sent to their customers of leading textiles in Coimbatore City.
14. Discuss the roles on writing e-mail and also draft an effective e-mail from a publisher in response to a query about the availability of certain books.