

BCOM 1002/BBA 1002

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

First Year – Non Semester

Commerce

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. State the process of Communication.
2. What are the kinds of Business letter?
3. What are the points that should be considered while drafting order letters?
4. Explain briefly the advantages of sales letter.
5. Write a specimen letter for offer of goods.
6. How to prepare the Agenda? Explain.

7. Distinguish between official Correspondence from Business Correspondence.
8. Explain the characteristics of a good report.

PART B — (4 × 15 = 60 marks)

Answer any FOUR out of Six questions.

9. Enumerate the principles of communication.
10. Discuss the layout of a Business letter.
11. Draft a enquiry letter asking for prices of TV sets.
12. Write a letter to bank requesting for loan.
13. Ask for a Quotation of Japan Drilling Machines from Messrs. M Traders of Japan under the agency terms.
14. Prepare a report to be sent to the press on the inaugural function relating to the Handloom Exhibition in your town.