

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE:19CM/MC/BC53

**B.COM DEGREE EXAMINATION – NOVEMBER 2021
COMMERCE – SHIFT II**

COURSE : MAJOR – CORE

PAPER : BUSINESS COMMUNICATION

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all the questions:

(7 x 4 = 28)

1. List down any four importance of business communication.
2. What is a Business Report?
3. State the importance of oral presentation.
4. Write a note on the role of technology in business communication.
5. Briefly explain a notice and agenda.
6. State the features of E-Communication.
7. Explain Inter-office Memorandum?

SECTION – B

Answer any TWO questions:

(2 x 16 = 32)

8. Describe the differences between oral communication and written communication with suitable diagrams.
9. Write a letter in response to an advertisement in The Hindu for the post of a Marketing Executive. Draft a bio-data for the same.
10. Explain the need and characteristics of a good business report.

SECTION – C

Answer any ONE question:

(1 x 40 = 40)

11. a) Elucidate on the need and importance of Business Correspondence. (20 Marks)
b) With reference to an advertisement in the Industrial Times, draft a letter to Calcutta Aluminum Co.Ltd enquiring the prices and terms of sale. (20 Marks)
12. a) Elucidate upon the different types of visual aids used for a presentation. (20 Marks)
b) A shoe manufacturing company wants to become a market leader. For this a detailed planning is required. The first step taken by the firm is to set targets for the

three months duration for selling maximum number of shoes in the market which they set as 2,50,000. The team doesn't want to make any mistake so they decide to do proper planning. They decide to chalk out alternative plans so that they can arrive at the best possible plan. However the team is surrounded with doubts. To remove doubts it goes for judging the plans to get the most profitable one. The plan is taken to the whole organization and the concerned persons. Ultimately it is put into action. Without much caring for the results the company starts working on the other project simultaneously.

How would you help the firm as a marketing manager to improve their networking with their customer through your communication skills? (20 Marks)
