

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2008-2009 & thereafter)**

**SUBJECT CODE: CM/MC/BC64**

**B.Com. DEGREE EXAMINATION APRIL 2012**

**COMMERCE**

**SIXTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : BUSINESS COMMUNICATION**  
**TIME : 3 HOURS**

**MAX. MARKS : 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN 50 WORDS:**

**(10 x3 = 30 )**

1. What is meant by 'Communication is a two-way process'?
2. Distinguish between Formal and Informal communication.
3. State the importance of Business Letters.
4. What are the types of Business Reports?
5. What do you mean by 'The You attitude'?
6. What are the major forms of letter styles?
7. Write a note on 'Agenda'.
8. What is a sales letter?
9. What are testimonials?
10. Who is a Company Secretary?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN 300 WORDS:**

**( 5 x 6 = 30 )**

11. Explain the characteristics of written communication.
12. Explain with suitable examples the barriers to effective communication
13. You have an overdraft limit with Bank of India for Rs. 2,50,000. Write a letter to the Manager requesting it to be raised to Rs. 5,00,000. Give reasons.
14. Write a letter cancelling an order for stationery, as the goods ordered did not reach on time.
15. "The function of a Collection Letter is not merely to collect dues but to collect them painlessly". Discuss.
16. Draft the Minutes of a usual meeting of the Board of Directors of a Public Ltd company.
17. There is an advertisement in a MNC for the post of a Management Trainee. Prepare a resume with imaginary details.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN 1200 WORDS:**

**( 2 x 20 = 40 )**

18. How will you research and plan a speech? Explain briefly.
19. Tours and Travels Pvt Ltd, Mumbai have advertised for Agents in Chennai. You have office facilities and business connections in Chennai. Draft your application for an Agency.
20. Write a Circular Letter to residents in Egmore area announcing afternoon classes for women, for making fancy cakes, chocolates, jams, pickles etc.
21. Outline the importance of Reports in Commerce and Industry. What are the essentials of a good Report?

▲▲▲▲▲▲▲▲▲▲▲▲▲▲▲▲

