B.Com. DEGREE EXAMINATION NOVEMBER 2022
COMMERCE
FIFTH SEMESTER

COURSE   :   MAJOR CORE
PAPER   :   BUSINESS COMMUNICATION
TIME   :   3 HOURS   MAX. MARKS: 100

SECTION A
Answer ALL questions.   **(10 x 2 = 20 marks)**

1. What is communication?
2. What is Grapevine communication?
3. Write a note on "Quotation".
4. State the benefits of a business letter.
5. List out the contents of a Report.
6. What is a sales letter?
7. What are the main features of a Business Presentation?
8. List the types of Visual aids used in business presentation.
9. What is an agenda of a meeting?
10. What is Video Conferencing?

SECTION B
Answer any FIVE questions.   **(5 x 8 =40 marks)**

11. Explain the elements of the communication process.
12. Discuss the points that should be kept in mind while drafting a sales letter.
13. Draft the minutes of an extraordinary general meeting in the event of the dissolution of a company.
14. What is presentation? Explain the role of audio visual aids in presentation.
15. Write a letter inviting quotation for setting up of a new BPO in Tidal Park, Chennai.
16. Explain briefly Resume. What are the points to be borne in mind while writing Resume?
17. Determine the role and advantages of information technology in communication.

SECTION C
Answer any TWO questions.   **(2 x 20 =40 marks)**

18. Enumerate the various forms of communication and discuss in detail the barriers to communication.
19. What is a Business letter? Explain its types.
20. Identify the various classifications of a report. Prepare a sales report for a corporate firm recovering from a financial set back after the pandemic crisis.
21. (i) Prepare an application   letter seeking a job as a secretary in a leading corporate firm, in response to an advertisement in a news paper.
    (ii) Draft a positive letter of response for above application.

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