

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-2020 and thereafter)

B.Com. DEGREE EXAMINATION NOVEMBER 2023
COMMERCE
FIFTH SEMESTER

COURSE : MAJOR CORE
PAPER : BUSINESS COMMUNICATION
SUBJECT CODE : 19CM/MC/BC53
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A

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

1. Define “Business Communication”.
2. Comment on “Business etiquette”.
3. What is ethical communication?
4. Give one example for non-verbal communication.
5. What is called a memorandum?
6. Write the structure of the notice.
7. Mention any two presentation skills.
8. What is a call letter?
9. Define “Video conferencing”.
10. What is meant by agenda?

SECTION B

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

11. Outline the communication process while highlighting the various forms of communication.
12. Differentiate between internal and external communication.
13. Enumerate the importance of report writing.
14. What is a grapevine? Discuss implication of communication through grapevine in an organization.
15. State the role of visual aids in presentations.
16. Elucidate the effects of technology in business communication.
17. Write a letter to a company expressing your inability to supply a water dispenser manufactured by you.

SECTION C

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

18. You are a sales executive in an e-commerce based potted plants company. A consumer has returned to you complaining that the products received by them were damaged and had not survived the transport from Mumbai to Chennai. The customer had written you a letter demanding either refund of the money or replacement of the plants. Write an appropriate response to the customer.
19. What are main elements of a presentation? What steps should a presenter undertake to prepare for the presentation?
20. Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner.
21. Illustrate the different parts of a business letter.
