

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

B.Com. DEGREE EXAMINATION NOVEMBER 2024
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. What are the key stages in the communication process?
2. Mention two types of visual aids used in business presentations.
3. What is meant by verbal communication?
4. Identify the demerits of e-communication.
5. What is the significance of a business letter?
6. List the key components of a resume.
7. What is a business report?
8. What is kinetics?
9. Explain the importance of email in business communication.
10. What is the format of a standard business letter?

SECTION B

Answer any FIVE questions.

(5 x 8 = 40 marks)

11. Discuss the nature and importance of communication in business.
12. What is a Memorandum? Draft a memo as a complaint against an employee by the HR Manager.
13. Draft a letter inviting quotations for office supplies and a response to the quotation.
14. Discuss the importance of report writing in business and outline the key steps in preparing a business report.
15. Explain the significance of presentation skills in business communication and describe how to create an effective PowerPoint presentation.
16. Briefly explain the different types of reports and its significance.
17. Draft a sales letter for the launch of a new Cosmetic product.

SECTION C

Answer any TWO questions.

(2 x 20 = 40 marks)

18. Write a report to the CEO of a Company about the quarterly performance of the Sales Department, including data and charts.
19. Draft a letter applying for a job at a multinational corporation, including your resume.
20. Explain the different types of barriers to effective communication and how they can be overcome.
21. Discuss the role and importance of technology in business communication and explain the merits and demerits of E-communication.
