

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

SUBJECT CODE: CM/MC/BC64

B.Com. DEGREE EXAMINATION APRIL 2011
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. Define Communication.
2. Explain Grapevine Communication.
3. What is a letter of enquiry?
4. How does 'memo' differ from 'letter'?
5. State the techniques of effective speech.
6. What are testimonials?
7. What are the different parts of a business letter?
8. Define Minutes.
9. Define Quotation.
10. Who is a Company Secretary?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN 300 WORDS:

(5 x 6 = 30)

11. How is communication important in Business?
12. Explain the characteristics of verbal communication citing the day to day real life examples.
13. Discuss the advantages of the different forms of Layout of business letters.
14. What is Agenda? Write the Agenda for a Statutory Meeting.
15. Discuss the guiding principles for the preparation of a good report.
16. Draft a collection letter to a consumer whose due is more than one year.
17. Draft a circular letter announcing a clearance sale.

SECTION – C

ANSWER ANY TWO QUESTIONS IN 1200 WORDS:

(2 x 20 = 40)

18. Is it possible to overcome the barriers to communication: Explain various measures to overcome the communication barriers?
19. Write a Report on behalf of the Sales Manager of a Company on the declining sales in the business with suggestions for arresting the decline.
20. There is an advertisement in a MNC for the post of Management Trainee. Prepare a resume with imaginary details.
21. Draft a sales letter introducing a new Ball Point Pen-“FINO”, which is economic, smooth and has long life.

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