

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004 – 2005)

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

B.Com. DEGREE EXAMINATION APRIL 2007
COMMERCE
SIXTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Explain the objectives of communication.
2. What is Kinesis?
3. What is Visual Communication?
4. Define Salutation.
5. Distinguish between a complain letter and a correction letter.
6. Define Agenda.
7. What are the functions of a good sales letter?
8. Who is an “Encoder”?
9. Explain index of report
10. Write short notes on
a) Email b) Telex c) Fax

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. List out the elements of a good banking correspondence.
12. What are the various functions of a business letter?
13. “Collect the amount but keep the customer”. Discuss this as a guiding principle for drafting of collection letters.

14. Draft an application for the post of an 'Accountant' in a Company.
15. You have placed an order for 5000 double folded ladies umbrellas with ACE Mark Umbrella Company, Mumbai, saying that the goods are required for rainy season and must be delivered before 31st October. Write a letter canceling the order, as the goods were not delivered in time.
16. Draft a circular letter to announce the change of address of your business premises.
17. Discuss on what basis the reports are classified.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What is meant by barriers to communication? How and why do they occur? What can be done to overcome the same?
19. Write a sales letter to be sent out to the House Wives to induce them to join a six week course by a reputed catering institute.
20. Draft the minutes of the meeting of Board of Directors of M/s Excel Computers Ltd., Chennai with assumed usual transactions.
21. Draft a report to be submitted to the Board of Directors about the need for the Mechanization of the company referring to the advantages thereof from the point of view of the company, its employees and the customers.

