

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

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

B.Com. DEGREE EXAMINATION APRIL 2008
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. Define Communication.
2. Explain the term : encoding and decoding.
3. What are the merits of written communication?
4. How is reference different from a testimonial?
5. What is the need for bio-data?
6. How is Group Communication different from Mass Communication?
7. Mention any three situations in which circular letter may be sent.
8. Define Minutes.
9. What is meant by 'Status Enquiry'?
10. Write short notes on :
a) NOMA form of Layout b) Window envelopes

SECTION – B

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

11. Explain the importance of Communication in achieving organizational effectiveness.
12. What are the essentials of an effective business letter?
13. What do you mean by circular letter? What are the objective of the same?
14. Your class has decided to go for a picnic. Write a letter to the owner of a bus service, making enquires.

15. You had ordered some goods to be delivered by a specified date. The goods did not arrive on time and are of no use to you now. Write to the supplier canceling the order and pointing out that you have incurred considerable loss on account of his negligence.
16. You have an overdraft limit with Axis Bank for Rs.5,00,000/- write a letter to Manager requesting it to be raised to Rs.10,00,000/-. Give reasons.
17. There has been remarkable decline in the sale of Sports Goods manufactured by a company. The Marketing Manager has been asked to report with recommendation for stopping the decline. Prepare the report.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What are the various barriers of communication and how to overcome them?
19. You have started a Computer Centre. Write a Sales Letter to business houses in your city, offering to train their staff in using computers.
20. Explain the importance of the Reports. Describe various types of business reports.
21. Draft the minutes of a Statutory Meeting of a Public Limited Company.

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