

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

SUBJECT CODE: CM/MC/BC64

B.Com DEGREE EXAMINATION APRIL 2013
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. State the techniques of effective speech.
2. What is upward communication?
3. What is a Testimonial?
4. What is 'Inside Address'?
5. What are the two major forms of a letter style?
6. Write short notes on 'offer and quotation'
7. What is Notice?
8. Define 'Routine report'
9. List few limits of writing minutes.
10. What is a class meeting?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN 300 WORDS: (5 x 6 = 30)

11. Briefly state the functioning of a business letter.
12. Compare the features of oral communication and written communication.
13. Write out your bio-data for applying for the post of Accountant of a large Public Ltd Company.
14. Write a Circular letter announcing opening of a Beauty Clinic.
15. Draft a letter warning a shareholder that his shares are liable to be forfeited if call is not paid before a specific date.
16. Write a letter cancelling an order for stationery, as the goods ordered did not arrive on time.
17. What are the duties of the Secretary during the meeting?

SECTION – C

ANSWER ANY TWO QUESTIONS IN 1200 WORDS: (2 x 20 = 40)

18. Give practical examples of failures of communication arising from the different communication barriers that you have studied.
19. Write a letter to your banker requiring for enhanced overdraft facility so as to meet increased business operations.
20. One of your customer keeps an amount of Rs. 1,00,000 as outstanding for the past 10 months. Draft a suitable collection letter to collect the amount from him.
21. You are Secretary of a Committee appointed to choose a location for an Automobile Industry of Tamilnadu. Draft your report.

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