

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2011-2012)**

**SUBJECT CODE: 11CM/MC/BC64**

**B.Com. / B.Com (C.S) DEGREE EXAMINATION APRIL 2014**  
**COMMERCE**  
**CORPORATE SECRETARYSHIP**  
**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 usefulness of business letters.
2. What is non-verbal communication?
3. What are circular letters?
4. Write a note on reference letter.
5. What is salutation?
6. State the points to be observed while writing a complaint letter?
7. What are minutes?
8. State the importance of credit enquiry.
9. What is Agenda?
10. What do you mean by periodic reports?

**SECTION – B**

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

11. What are the principles of effective communication?
12. State the essential contents of a sales letter.
13. In view of the ensuing festival seasons, draft a letter on behalf of Ayesha Textiles, Chennai requesting overdraft facilities from the banker.
14. Draft a suitable reply to a customer who has complained about the poor quality of goods sent by you.
15. What are the barriers to communications?
16. State the contents of minutes of an Annual General Meeting.
17. Discuss the guiding principles for the preparation of a good report.

**SECTION – C**

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

18. Explain the different parts of a business letter.
19. Write a circular letter to your customers regarding the opening of sale and service centre of two-wheelers.
20. Write an application for the post of college lecturer.
21. Draft a report of a sub-committee appointed to look into the demands of the workers of the company including a higher percentage of bonus and the threatened strike by the workers.

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