

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

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

**B.Com. / B.Com (C.S) DEGREE EXAMINATION APRIL 2015**  
**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 any 3 objectives of Communication.
2. What do you mean by 'Copy to'?
3. Define Proxemics.
4. What is grapevine communication?
5. What do you mean by status enquiry?
6. What is an 'Agenda'?
7. What is salutation?
8. What is the difference between 'Circular and Notice'?
9. Who is a company secretary?
10. Define a Report.

**SECTION – B**

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

11. Explain the various parts of business letter.
12. Discuss some of the principles of effective oral communication.
13. What do you mean by quotation? What should be kept in mind while drafting a quotation?
14. A customer of your bank has applied for a loan of Rs. 10, 00,000 against an old building and some shares. As the manager of the bank, write a tactful reply regretting your inability to grant the loan applied for.
15. Draft an application for the post of a Liaison Executive in an Export Organization.
16. Messrs Gupta & Sons, Mumbai have not paid a balance of Rs. 4, 00,000 inspite of your repeated reminders. Make an appeal to their credit reputation and urge them to honour their obligation within ten days.
17. A shareholder seeks your advice as he wished to buy some more shares of the company. As the Secretary of the company write a suitable reply.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN 1200 WORDS:**

**(2 x 20 = 40)**

18. Is it possible to overcome the barriers to communication? Explain the various measures to overcome the communication barriers.
19. Draft a letter to one of your agents whose sales are much lower than those of other agents in neighbouring districts. Ask him if he can explain this?
20. Draft a report of investigation into pilferage in the stores department suggesting suitable remedial measures.
21. Draft a sales letter introducing a new model scooter.

