

**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 2016**  
**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. What do you mean by Communication?
2. Write short notes on Letter of Enquiry.
3. What is Testimonial?
4. Write short notes on Offer and Quotation.
5. What are the benefits of Website?
6. What do you mean by Speech Writing?
7. What are the three P's that a Sales Correspondent should know?
8. Who is a Sender?
9. Write a short note on 'Agenda'.
10. What is Report Writing?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN 300 WORDS:**

**(5 x 6 = 30)**

11. Explain the process of Communication.
12. Explain the different kinds of Business Letter.
13. What are the objectives of writing Sales Letters?
14. What are the points to be remembered while writing a Letter of Enquiry?
15. What are the kinds of Report?
16. Discuss about the occasions when a Secretary writes letters to shareholders
17. Place an order with your supplier for goods required to replenish your nearly exhausted stock. Insist on the goods being delivered within a week.

**SECTION – C**

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

**(2 x 20 = 40)**

18. What is a Circular Letter? What are the features of a Circular Letter?
19. Explain the barriers to effective Communication.
20. Write a circular regarding opening of a New branch in Erode.
21. What are the objectives of writing a sales letter? Draft a sales letter to promote the sale of a new brand of cosmetics.

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