

**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 2017**  
**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 x 3 = 30)**

1. Define Communication.
2. What are psychological barriers to communication?
3. What is a Job Application Letter?
4. What is a Testimonial letter?
5. Define Quotation.
6. Mention any two purposes of drafting enquiry letters.
7. What is AIDA?
8. What is a letter of Allotment?
9. What is a Circular letter?
10. What is a Business Report?

**SECTION – B**

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

11. What is Oral Communication? Explain its significance.
12. Explain the purpose of drafting a business letter.
13. Draft a letter to your Head of the Department seeking reference for the purpose of submitting it to the employer.
14. Draft a letter placing an order to an electrical company to purchase different models of refrigerators.
15. Draft a letter to your banker requesting for an overdraft facility for your business account.
16. What are the functions of a sales letter?
17. Write a letter to the shareholders of a company, stating the company's proposal to offer bonus shares.

**SECTION – C**

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

18. List out the essential features of effective communication.
19. Draft your resume featuring your academic and extra-curricular qualification for applying for the post of Marketing Manager in the Hotel Industry.
20. Draw the minutes of the Annual General Meeting of Rai Ltd held on 1/03/2017.
21. What are the characteristics of a business report? Explain the steps in writing a business report.

