STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004 – 2005 & thereafter)

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

B.Com. DEGREE EXAMINATION APRIL 2009
COMMERCE
SIXTH SEMESTER

COURSE   :   **MAJOR – CORE**
PAPER   :   **BUSINESS COMMUNICATION**
TIME   :   **3 HOURS**   **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Briefly explain the Process of Communication.

2. What is a business letter?

3. Write any four matters for which an enquiry letter is written.

4. Explain the difference between a Notice and Circular.

5. Write a note on one way and two way communication.

6. Explain the terms (a) Per Pro Signature and (b) Post script.

7. Define an order form.

8. State the purpose for which a company writes a letter to its share holders?

9. Define a business report.

10. What is a resolution?

SECTION – B

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

11. What are the essentials of a good business letter?

12. As Branch manager, write a letter to your head office, recommending a loan to your customer.

13. Write a letter in a polite language to your customer requesting him to pay the dues.

14. Write a letter to order for 150 books of Business Communication from Ayesha Publisher, New Delhi. Ask for relevant discount and give consignment and payment mode details.

15. How important is speech to a personality. Discuss.

16. Draft a letter warning a shareholder that his shares are liable to be forfeited if call is not paid before a specified date.

17. Grapevine is a credible and reliable channel of communication. Discuss.

SECTION – C

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

18. Describe the various types of barriers to communications. Justify with examples.

19. Draft a Job application letter with a resume, to the company of your choice.

20. There has been some unrest among the employees of an Export Garments firm. The employees are all women. Write a report as the Human Resource Manager, who was asked to make an enquiry.

21. You have got a franchise for teaching computer courses of a well-known computer training institute. Draft a sales letter to be sent to potential students in your locality.

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