

E 1448

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2018

Sixth Semester

B.A. Corporate Economics

Core—BUSINESS COMMUNICATION

Time : Three Hours

Maximum Marks : 80

Section A

Answer all questions.

Each question carries 1 mark.

Write short notes on the following :—

1. Postscript.
2. Saluation.
3. Enclosure.
4. Follow up letters.
5. Status enquiry.
6. Agenda.
7. F.O.B. quotation.
8. Trade reference.
9. Special reports.
10. Horizontal communication.

(10 × 1 = 10)

Section B (Short Answer)

Answer any eight questions.

Each question carries 2 marks.

11. State the principal parts of a commercial letter.
12. Explain F.A.S. and F.O.R. quotations.
13. State the important points to be included in an order letter.
14. What is a complaint letter ?
15. What are the essential principles of collection letter ?
16. Name the media of modern communication.
17. State the differences between upward and downward communications.
18. Explain the secondary functions of a bank.
19. What do you understand by statutory meeting ?
20. State the characteristics of an office order.
21. State any two differences between minuts and reports.
22. What are the advantages of getting a life insurance policy ?

(8 × 2 = 16)

Turn over

Section C (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the difference between Official and Commercial letters.
24. As Secretary of a Joint Stock Co., draft a circular letter to the shareholders containing proposals for amalgamation with another company.
25. As Manager of a company write a letter to your bank asking for current account statement.
26. What are the advantages and limitations of written communication ?
27. Discuss in detail the different types of enquiry letters.
28. In which situations a writer sends the circular letter.
29. Write a letter to the General Insurance Company, Chennai, requesting them to settle your claim in respect of goods destroyed by fire giving full details.
30. Explain the 7Cs of communication.
31. What do you mean by trade reference ? Mention a few occasions when reference letters are used by business people.

(6 × 4 = 24)

Section D (Long Essays)

*Answer any two questions.
Each question carries 15 marks.*

32. Briefly discuss the elements of communication process.
33. Discuss the merits and demerits of informal communication.
34. Explain in detail : (a) Office Memorandum ; (b) Office Notification ; and (c) Resolution.
35. Write a letter to a debtor who has failed to pay you a bill inspite of three reminders holding out a legal threat.

(2 × 15 = 30)