



**QP CODE: 20100712**

**Reg No** : .....

**Name** : .....

**BA DEGREE (CBCS) EXAMINATION, MARCH 2020**

**Sixth Semester**

B.A Corporate Economics Model III

**Core Course - EC6CRT06 - BUSINESS COMMUNICATION**

2017 Admission Onwards

A50F6334

Time: 3 Hours

Maximum Marks: 80

**Part A**

*Answer any **ten** questions.*

*Each question carries 2 marks.*

1. What do you mean by noise?
2. What is meant by group communication?
3. Give appropriate salutation and complimentary close for the Secretary of a public limited company.
4. Explain then importance of giving subject and reference in business letter.
5. What important instructions should be included while planning an order?
6. State the objectives of writing circular letters.
7. From what sources can the information about the creditworthiness of a customer be obtained?
8. State the functions of a collection department in an organization.
9. List out the functions of a Company Secretary.
10. Why is it desirable to get goods or property insured?
11. What are the various types of correspondence with the Head Office?
12. List out the advantages of written reports over oral reports.

(10×2=20)



### **Part B**

*Answer any **six** questions.*

*Each question carries 5 marks.*

13. Discuss the communication models.
14. What is the role of listening in communication?
15. Write short note on 'Salutation'
16. A customer's claim or complaint opens the way for an investigation. It also becomes an opportunity to right a wrong and to promote goodwill". Explain and illustrate.
17. Discuss the factors to be evaluated before writing a job application letter.
18. Write a letter asking an applicant to appear for an interview for the post of a probationary officer.
19. What are the advantages of getting a life insurance policy?
20. Write a request to a bank for opening a savings bank account.
21. As the manager of a bank, draft a tactful letter to a lady customer who is in the habit of overdrawing on her bank account without prior arrangement.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries 15 marks.*

22. Discuss the general principles of effective communication
23. You are residing in an upcountry town. You read in the newspapers that Eastern and Western stores Ltd, Mumbai are holding their annual sale in the current month and you want to order some sports materials required by you. Write a letter to Eastern and Western Stores Ltd asking for their catalogue.
24. Explain the format for drafting a job application letter.
25. Explain the steps involved in writing short reports.

(2×15=30)

