



QP CODE: 23105829

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2023**

Sixth Semester

B.A Corporate Economics Model III

CORE COURSE - EC6CRT06 - BUSINESS COMMUNICATION

2017 Admission Onwards

778D702A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is whole communication?
2. What is upward communication?
3. Give appropriate salutation and complimentary close for the regional Manager of a bank.
4. Discuss the elements of heading in business letter.
5. Mention any four points to be kept in mind while drafting an offer.
6. State the functions of a collection department in an organization.
7. In what respects is a job application letter similar to a sales letter.
8. What is meant by Testimonial?
9. What facts should the secretary keep in mind while writing to a Director?
10. What is meant by an Insurance?
11. Give some of the situations that demand correspondence with a bank.
12. What is letter of Credit?

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What is the role of listening in communication?
14. In business communication, courtesy and clarity are as important as conciseness and completeness. Discuss.
15. Discuss are the characteristics of a good business letter?
16. Discuss the hints for drafting an enquiry.
17. Draft a circular letter announcing the admission of a partner.
18. Discuss the 4C's considered be the foundation of a sound credit policy.
19. A shareholder seeks your advice as he wished to buy some more shares of the Company. As the secretary of the Company, write a suitable reply.
20. 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.
21. In the capacity of a branch manager, write a letter to the Head Office recommending a loan to a customer.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Why there is a need for communication in the organisation?
23. Mr Mathew has received, in damaged condition, the doll he had ordered for birthday presentation to his daughter. Expressing his disappointment, he writes to the seller asking for its quick replacement. Draft the letter (goods received in damaged condition)
24. Eastern Trading Corporation,Hydrabad,require a business development manager.The person they are looking for must be able to plan for and produce tangible resultsin business growth.He must have a good command over spoken and written English.Draft a suitable application letter along with the resume.
25. Discuss in detail about the different parts of a long report.

(2×15=30)

