



QP CODE: 24001303



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Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.A Corporate Economics Model III

CORE COURSE - EC6CRT06 - BUSINESS COMMUNICATION

2017 Admission Onwards

66F0A39E

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. State the features of communication?
2. What is meant by verbal communication?
3. What is the need for tying the inside address?
4. Give appropriate salutation and complimentary close for a private limited company.
5. What is meant by 'Status Enquiry'?
6. What is meant by job application letters?
7. What is the importance of mentioning references in a job application letter?
8. List out the details to be included in an interview letter.
9. List out the functions of a Company Secretary.
10. What is meant by an Insurance?
11. What are the various types of correspondence with the Head Office.?
12. What is letter of Credit?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.





13. State the objectives of communication.
14. What is the role of listening in communication?
15. Discuss the different elements of the body of the letter.
16. Complaints are not routine letters. The writer has to write them with special care and skill. Do you agree with this view? Justify your answer.
17. Draft a circular letter announcing the admission of a partner.
18. One of your customers has failed to pay his bill on the due date and you have not received payment even one week after the due date. Draft a suitable reminder.
19. Discuss the guidelines for drafting correspondence with Directors by a Company Secretary.
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. 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. You have received a big order for socks of various sizes and colours but are unable to execute it in time owing to certain difficulties. You write to the customer asking for extension of time. The customer is willing to grant extension of time up to a certain date. Draft both the letters.
25. Explain the importance of making a report reader oriented.

(2×15=30)

