

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(5 Pages)

Reg. No:

Question. Code No : 25E00409 Sub Code : 24UECO11/24UEBE11

24UEBF11/24UECR11

UG Degree - End Semester Examinations, April 2025

First Semester

B. COM / B.Com BANKING AND E-COMMERCE/B.Com BANKING

AND FINANCE/B.Com CORPORATE SECRETARYSHIP

Elective - Business Communication

(For those who joined in July 2024 onwards)

Time : 3 Hours

Maximum : 75 Marks

PART - A ($10 \times 1 = 10$ Marks)

Answer ALL Questions

Choose the correct answer :

1. Communication is a _____ process.

- (a) Static (b) Dynamic
(c) Neither static nor dynamic (d) Either static or dynamics
2. Spoken communication is also called _____ communication.
(a) Verbal (b) Non-verbal
(c) Gestural (d) Lateral
3. The appropriate word used to add message after a letter is closed is _____.
(a) Per pro (b) Postscript
(c) Esquire (d) Enclosure
4. Abbreviation pointing to the status of professionals is _____.
(a) Reference (b) Esquire
(c) Subject matter (d) Salutation
5. Sum assured is paid on attaining specified age or his death is _____policy.
(a) Endowment (b) Whole life
(c) Joint life (d) Pay Back
6. Practice of designating a person for receiving the benefit of policy in the event of death is _____.
(a) Assignment (b) Claim
(c) Nomination (d) Premium

7. A person employed to do an act for another is _____
(a) Principal (b) Agent
(c) Consignor (d) Consignee
8. A person employed to sell goods by inviting bids at a public sale is _____
(a) Broker (b) Auctioneer
(c) Consignee (d) Consignor
9. Which one of the following is a routine report?
(a) Confidential (b) Technical
(c) Statutory (d) Press
10. Report submitted by group of people appointed to investigate a problem is _____
(a) Individual report (b) Committee report
(c) Special report (d) Commodity report

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Give the meaning of encoding and decoding.

(OR)

- (b) List out the functions of business letters.

12. (a) Write a note on collection letters.

(OR)

(b) Write the characteristics of circular letters.

13. (a) What is characteristics of banking correspondence?

(OR)

(b) What are the various types of insurance?

14. (a) What are the characteristics of a memo?

(OR)

(b) State the structure of a report.

15. (a) Suggest measures to make an interview effective.

(OR)

(b) State the elements of a Presentation.

PART – C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

16. (a) Elaborate the 7C's of Communication.

(OR)

(b) Explain the psychological barriers of communication.

17. (a) State the circumstances leading to cancellation of orders placed.

(OR)

(b) What are the points to be borne in mind while writing an adjustment letter?

18. (a) Give out the different types of bank correspondence.

(OR)

(b) Highlight the points to be included in drafting an application for an agency.

19. (a) State the points to be kept in mind while corresponding with the directors.

(OR)

(b) What are the features of a good report?

20. (a) List out the qualities of an interviewer.

(OR)

(b) Explain the different types of interviews.