

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 : 25000413 Course Code : 24UECO11/24UECR11

24UEBF11/24UEBE11

UG Degree - End Semester Examinations, November 2025

First Semester

B.Com/B.Com Banking and E-Commerce/

B.Com Banking and Finance/ B.Com Corporate Secretaryship

Business Communication

(For those who joined in July 2024 onwards)

Time : 3 Hours

Maximum : 75 Marks

PART – A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

- (a) Communis (b) Commum
(c) Comis (d) None

3. An offer resembles a _____
(a) Circular (b) Sales
(c) Direction (d) Control

4. Replies to a complaint letter is called _____ letter.
(a) Adjustment (b) Trade
(c) Sales (d) Collection

5. In insurance, insurance company is called as _____
(a) Insured (b) Insurer
(c) Government (d) Nominee

6. Amount paid by the insured is known as _____
(a) Premium (b) Commission
(c) Brokerage (d) Discount

7. Minutes of the meeting must be written within _____ days from the conclusion of every such meeting concerned.
(a) 15 (b) 30
(c) 60 (d) 90

8. The term agenda refers to _____
(a) Activities to be done
(b) Business to be transacted at a meeting
(c) Business to be drafted at the meeting

- (d) All of the above
9. The purpose of employment letter is _____ letter.
- (a) Order (b) Enquiry
- (c) Application (d) Collection
10. Bio data is otherwise known as _____
- (a) Data sheet (b) Resume
- (c) Personal history (d) Details

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).
Answer should not exceed 250 words.

11. (a) What is a grapevine communication?

(OR)

- (b) What are the usual forms of salutation?

12. (a) What are the features of circular letters?

(OR)

- (b) Write a letter for cancelling the goods you ordered.

13. (a) What is banking correspondence?

(OR)

- (b) What are the types of insurance?

14. (a) Give the meaning of agenda.

(OR)

- (b) State the importance of report.
15. (a) What are the kinds of testimonials?

(OR)

- (b) State the contents of a resume.

PART - C (5 X 8 = 40 Marks)

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

Answer should not exceed 500 words.

16. (a) What are the barriers of Communication?

(OR)

- (b) Bring out the various qualities of a business letter.

17. (a) State the points to be mentioned while drafting a letter of enquiry.

(OR)

- (b) What are the circumstances under which an order can be cancelled?

18. (a) Give out the difference between life insurance and other types of insurance.

(OR)

- (b) Highlight the fundamental principles of insurance contracts.

19. (a) What are the duties of a company secretary?

(OR)

- (b) Explain the different classification of reports.
20. (a) What is meant by structured and unstructured interview?

(OR)

- (b) Write a letter of application for the post of Branch Manager.