

# 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 : 24UEC011/24UECR11**

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:**

1. Promoting a person to act in a positive way is known as \_\_\_\_
  - (a) Information
  - (b) Action
  - (c) Suggestion
  - (d) Persuasion
2. The word communication is derived from the Latin word \_\_\_\_

- |              |            |
|--------------|------------|
| (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.