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Reg. No. :

Code No. : 12074 E **Sub. Code : EECO 11/
EECR 11/EEBE 11/
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FEBE 1 A**

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2025.

First Semester

Commerce / Corporate Secretaryship / Banking and
E-Commerce

Elective — BUSINESS COMMUNICATION

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communication is _____.
(a) Transfer of information
(b) Sending things
(c) Training
(d) None of the above

2. Getting reply for the communication is _____.
(a) Receiver (b) Sender
(c) Reply (d) All the above

3. A business letter is written between _____.
(a) Teacher and student
(b) One lawyer to another person
(c) Seller and buyer
(d) All the above

4. A some information is send to all the customers is
(a) Collection letter (b) Enquiry letter
(c) Order letter (d) Circular letter

5. Bank overdraft is a _____ debt.
(a) Long term (b) Medium term
(c) Short term (d) All the above

6. Brokers will get _____ for their service.
(a) Brokerage (b) Commission
(c) Both (a) and (b) (d) None of the above

7. Indian companies act is _____.
- (a) 1956 (b) 1957
- (c) 1958 (d) None of the above
8. The example for individual report is _____.
- (a) Auditor's report
- (b) Company secretary's report
- (c) Single man's report
- (d) All of the above
9. Application letter is a _____ type of letter.
- (a) Business (b) Sales
- (c) Collection (d) None of the above
10. In an application letter, after the complimentary close the _____ is entered.
- (a) Post script
- (b) Enclosures
- (c) Body of the letter
- (d) Signature

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the importance of communication?
- Or
- (b) What are the barriers of communication?
12. (a) List out the contents of order letter.
- Or
- (b) What are the stages of collection letter?
13. (a) Enlists the various types of Insurance.
- Or
- (b) What are the principles of Insurance?
14. (a) List out the duties of a company secretary.
- Or
- (b) "Formal Vs Informal Report" – briefly discuss.

15. (a) "Need for an Interview" – Describe.

Or

- (b) Prepare a typical interview questions.

PART C — (5 × 8 = 40 marks)

Answer ALL questions by choosing (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the layout of a business letter.

Or

- (b) Examine the essentials of an effective business letter.

17. (a) Write an adjustment letter to M/s. ASHITA & Co Ltd. Ramnad.

Or

- (b) Draft a sales letter for a proposed two wheeler.

18. (a) Draft a letter to Insurance company for claiming the damage due to fire occurred in your godown.

Or

- (b) Write a letter, for granting agency.

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19. (a) List out the characteristics of a good report.

Or

- (b) How do you present a report?

20. (a) Draft an application letter for the post of sales executive.

Or

- (b) List out the types of Interview.
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