

(6 pages)

Reg. No. :

Code No. : 20944 E Sub. Code : EFEC 11

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

First Semester

Economics

Foundation Course – 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 :

I. Written Communication is accepted as a

- (a) Writing Literacy
- (b) Writing illiteracy
- (c) Legal document
- (d) Illegal document

- 2. Kinesics studies _____
 - (a) Space clues (b) Time clues
 - (c) Stress clues (d) Non-verbal clues
- 3. The effective implementation of plans and decisions depends upon the nature of _____
 - (a) Conversation (b) Communication
 - (c) Co-ordination (d) Control
- 4. The aim of _____ division is to manage crisis in the company to ensure that the organization is functioning smoothly
 - (a) Crisis communication
 - (b) Internal communication
 - (c) Customer communication
 - (d) External communication
- 5. Business letters are _____ letters
 - (a) Personal (b) Non-personal
 - (c) Informal (d) Friendly
- 6. A letter signed by a responsible person is an _____ proof of what is said in it
 - (a) Identity (b) Authoritative
 - (c) Address (d) Educational

7. Agents are paid commission on the _____ handled by them
- (a) Goods (b) Cash
(c) Cost (d) Management
8. If a letter of credit is addressed to more than one it is called a _____
- (a) Letter of credit balance letter of credit
(b) Circular letter of credit
(c) Certificate of credit
(d) Balance letter of credit
9. A report prepared and presented according to the form and procedure laid down by law is called a _____ report
- (a) Statutory (b) Special
(c) Fact-finding (d) Performance
10. Agenda is a _____ that outlines the contents of a forthcoming meeting
- (a) Celebration (b) Document
(c) Function (d) Gathering

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PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the merits of written communication?
Or
(b) What are the importance of upward communication?
12. (a) Explain the need for communications in management.
Or
(b) Derive the communication structure in an organization.
13. (a) Draft the mechanical structure of a letter.
Or
(b) What are the kinds of a business letter?
14. (a) Write any five important terms used in Import-Export Correspondence.
Or
(b) Briefly explain any three specimen letters in the Agency Correspondence.

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[P.T.O.]

15. (a) What are the purpose of report writing?

Or

(b) Write a short summary on Agenda and Minutes of the meeting.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the objectives of communication.

Or

(b) Describe the barrier to communication.

17. (a) Examine the importance of Corporate Communication.

Or

(b) Analyze the communication training for Managers.

18. (a) Explain the steps for planning business messages.

Or

(b) Examine the functions of Business Letter.

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19. (a) Explain the various types of Insurance Policies.

Or

(b) Write a summary on Bank Correspondence.

20. (a) Describe the types of Business Reports.

Or

(b) Draft the report preparation in the business.

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