

Code No. : 10803 E Sub. Code : EFEC 11

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

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 the questions.

Choose the correct answer :

1. The communication flows from the subordinates to the top management is called as _____ communication.
(a) downward (b) upward
(c) vertical (d) none
2. The word 'communication' is derived from _____ word 'communico'.
(a) French (b) Greek
(c) Latin (d) English

3. Exchange of idea or information from one person to another is known as _____.
(a) telephone (b) order
(c) communication (d) controlling
4. When a manager directs his deputy manager to do something. It is an example of _____ communication.
(a) formal (b) informal
(c) external (d) upward
5. _____ in business letter enables quick reference in future.
(a) Date
(b) Signature
(c) Salutation
(d) Complementary close
6. In business letter salutation should be written below the _____.
(a) Date
(b) Inside address
(c) Complementary close
(d) Body of the letter

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7. _____ enables the customer authorities to levy appropriate import duties.
(a) Bill of entry (b) Bill of exchange
(c) Mate's receipt (d) Indent
8. Free On Rail (FOR) means
(a) the price quoted includes the cost of carrying the goods to a railway station and loading them into a wagon
(b) the seller will bear the charges of transport
(c) price includes all costs and charges for placing the goods near the ship
(d) none of the above
9. Example for report by an individual is
(a) Auditor's report
(b) Report of the secretary of a company
(c) Report of the head of the department
(d) All the above
10. _____ is a summary of information.
(a) Report (b) Minutes
(c) Resolution (d) None

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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 elements of communication?
Or
(b) What are the forms of oral communication?
12. (a) State the importance of communication in management.
Or
(b) Mention the advantages of formal communication.
13. (a) What are the precautions should a business man take while replying to a customer's complaint?
Or
(b) What are the advantages of a sales letter?
14. (a) What are the types of banking correspondence?
Or
(b) Specify the purpose of import correspondence.

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[P.T.O.]

15. (a) What are the characteristics of a good report?

Or

(b) Bring out the importance of report.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Examine the objectives of business communication.

Or

(b) Describe the methods to overcome the barriers to communication.

17. (a) Explain the types of communication network.

Or

(b) What is informal communication? Discuss its merits and limitations.

18. (a) Draft a complaint letter by an agent about the loss due to supply of low quality goods by the producer.

Or

(b) Describe the styles followed by the business form in the layout of a business letter.

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19. (a) Explain the various stages in agency correspondence.

Or

(b) Draft a letter to the Life Insurance Corporation regarding surrender of life insurance policy.

20. (a) Describe the stages in the preparation of a report.

Or

(b) Explain the types of report on the basis of purpose.

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